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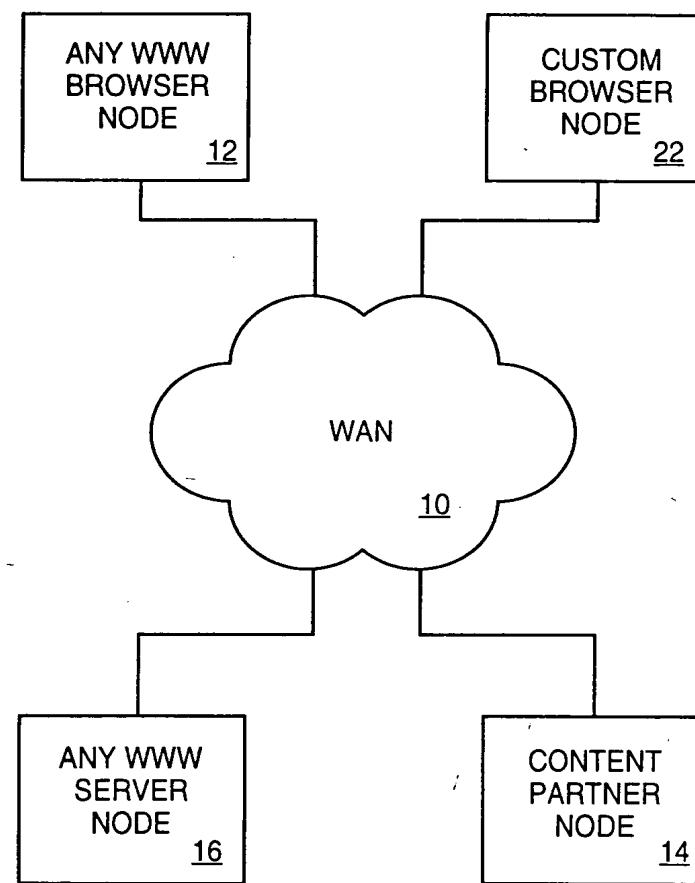


FIG. 1

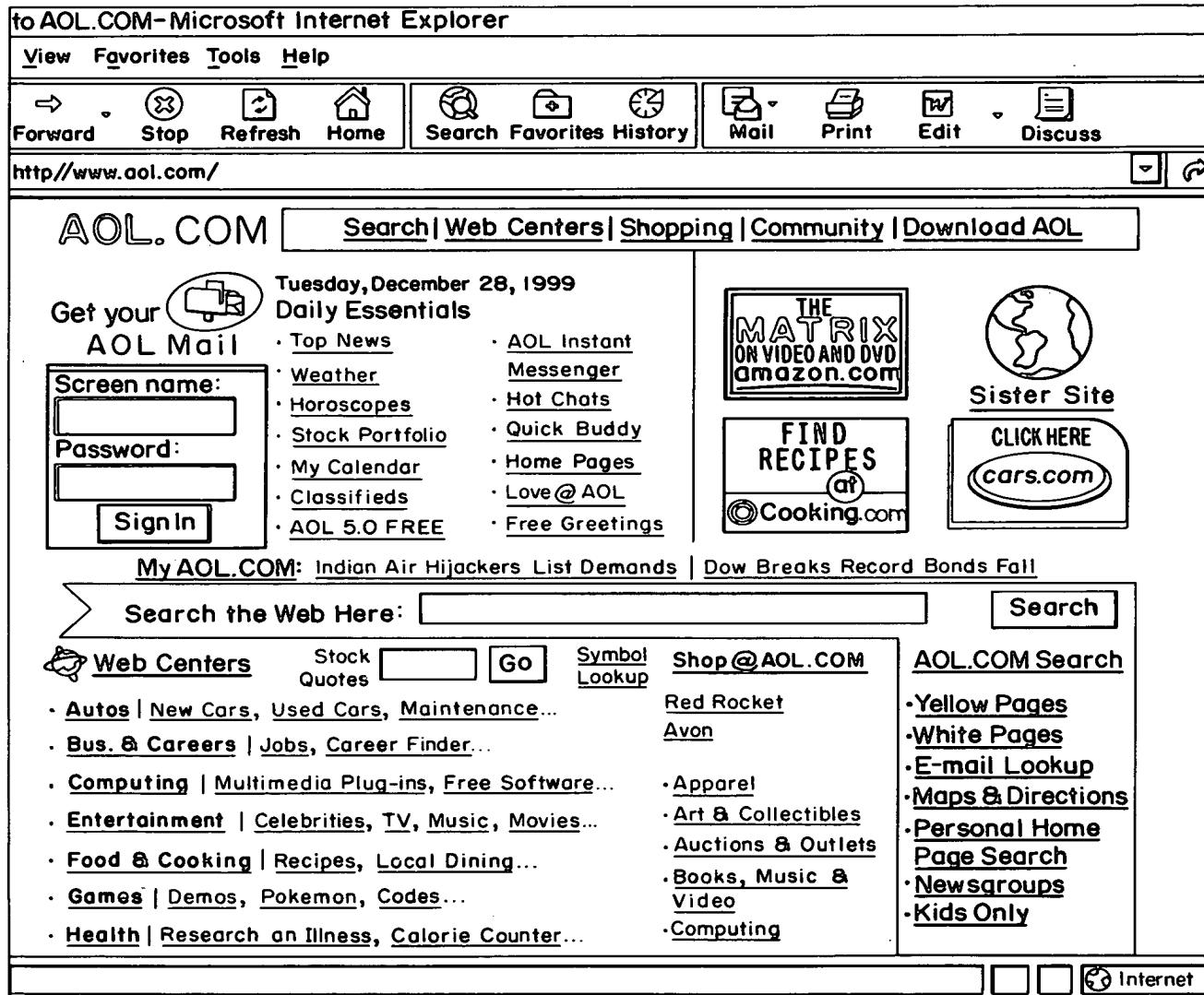


FIG. 2A

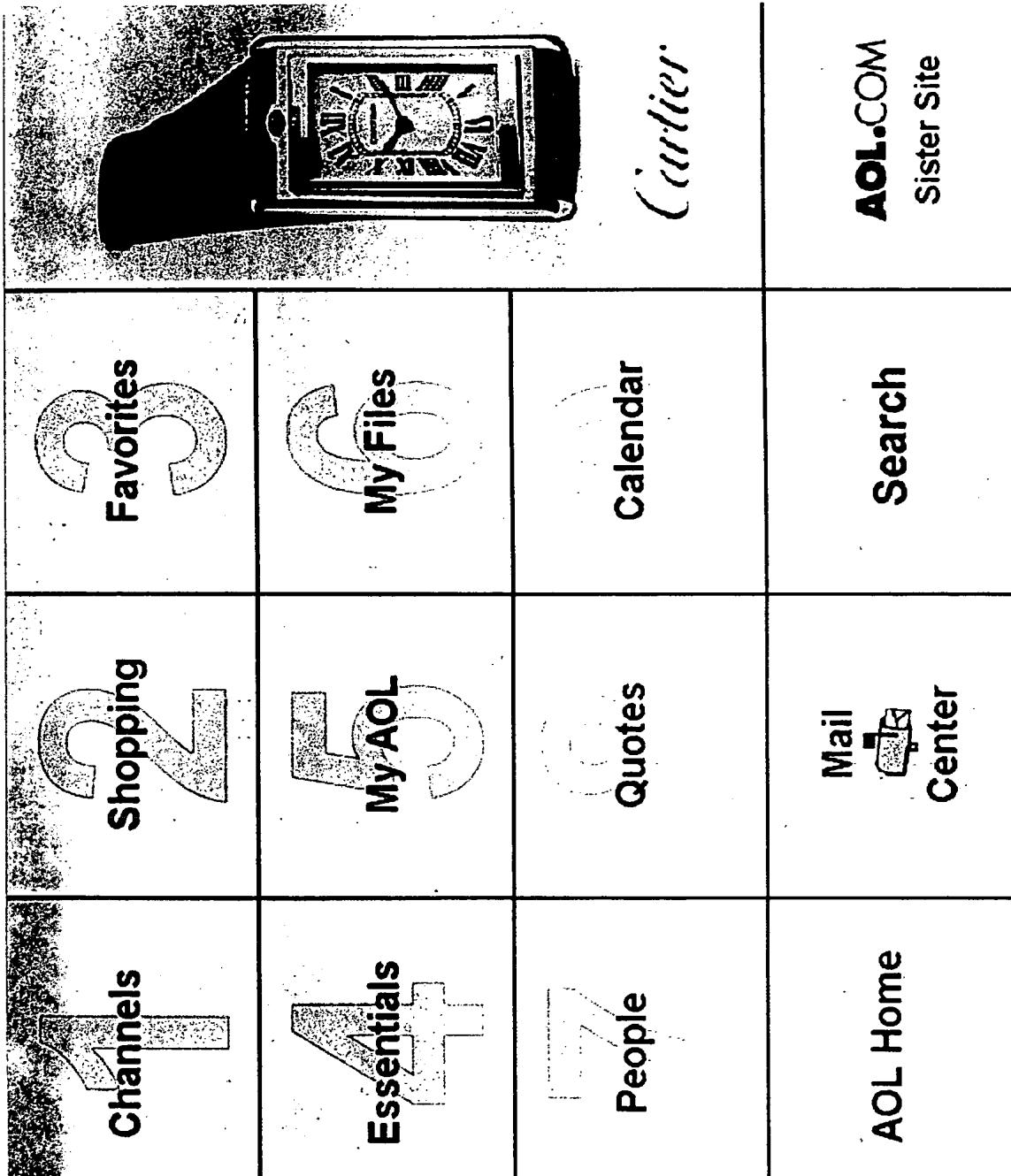


FIG. 2B

Thursday, February 17, 2000

Yahoo!

Page: 1

YAHOO!

What's New Check Email Personalize Help

Yahoo! Mail free email for life **Free Internet Access**

[] Search advanced search

Shopping - Auctions - Yellow Pages - People Search - Maps - Travel - Classifieds - Personals - Games - Chat - Clubs
Mail - Calendar - Messenger - Companion - My Yahoo! - News - Sports - Weather - TV - Stock Quotes - more...

Yahoo! Shopping - Thousands of stores. Millions of products.	In the News		
Departments	Clinton urges Congress to back Congo force Windows 2000 debut NASA releases NEAR asteroid images more...		
Apparel Bath/Beauty Computers Electronics	Flowers Food/Drink Music Video/DVD	Toys R Us Gap Vermont Teddy Bear Macy's	Digital cameras Pokemon MP3 players DVD players
Arts & Humanities Literature, Photography...	News & Media Full Coverage, Newspapers, TV...		
Business & Economy Companies, Finance, Jobs...	Recreation & Sports Sports, Travel, Autos, Outdoors...		
Computers & Internet Internet, WWW, Software, Games...	Reference Libraries, Dictionaries, Quotations...		
Education College and University, K-12...	Regional Countries, Regions, US States...		
Entertainment Cool Links, Movies, Humor, Music...	Science Animals, Astronomy, Engineering...		
Government Elections, Military, Law, Taxes...	Social Science Archaeology, Economics, Languages...		
Health Medicine, Diseases, Drugs, Fitness...	Society & Culture People, Environment, Religion...		
World Yahoo!	Marketplace		
Europe : Denmark - France - Germany - Italy - Norway - Spain - Sweden - UK & Ireland Pacific Rim : Asia - Australia & NZ - China - Chinese - HK - Japan - Korea - Singapore - Taiwan Americas : Brazil - Canada - Mexico - Spanish	Loan Center - auto loans, mortgages, credit reports Yahoo! Bill Pay - free 3-month trial Yahoo! Autos - buy new and used cars more...		
Yahoo! Get Local LA - NYC - SF Bay - Chicago - more...	Inside Yahoo!		
Other Autos - Careers - Digital - Entertainment - Greetings - Health - Invites - Local Events - Net Events Message Boards - Movies - Music - Real Estate - Small Business - Y! Internet Life - Yahooligans!	Yahoo! Outload - featuring Smash Mouth Y! Mobile - Yahoo! on your phone Play free Fantasy Auto Racing Y! Greetings - free greeting cards more...		

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<http://www.yahoo.com/>

FIG. 2C

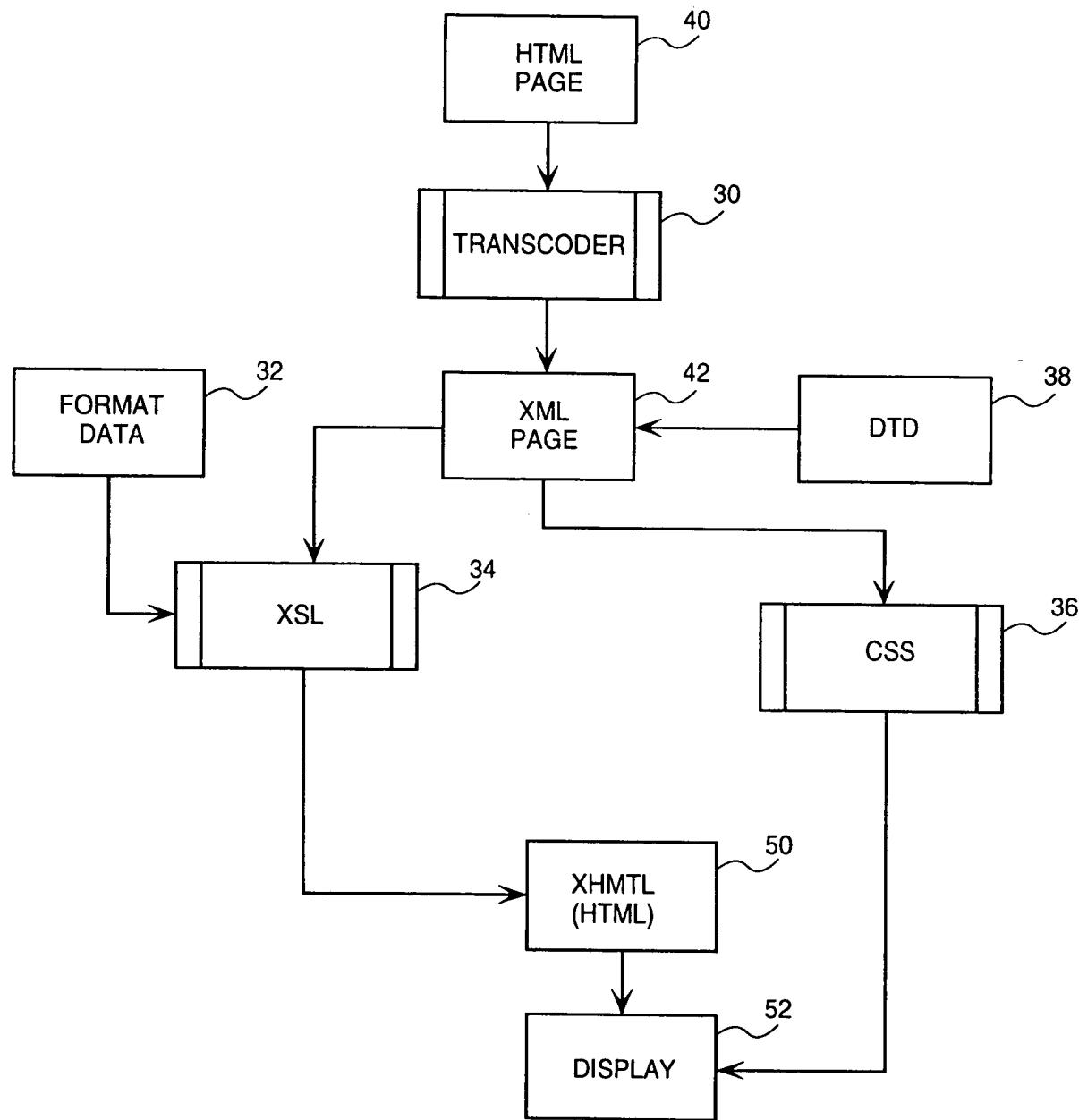


FIG. 3

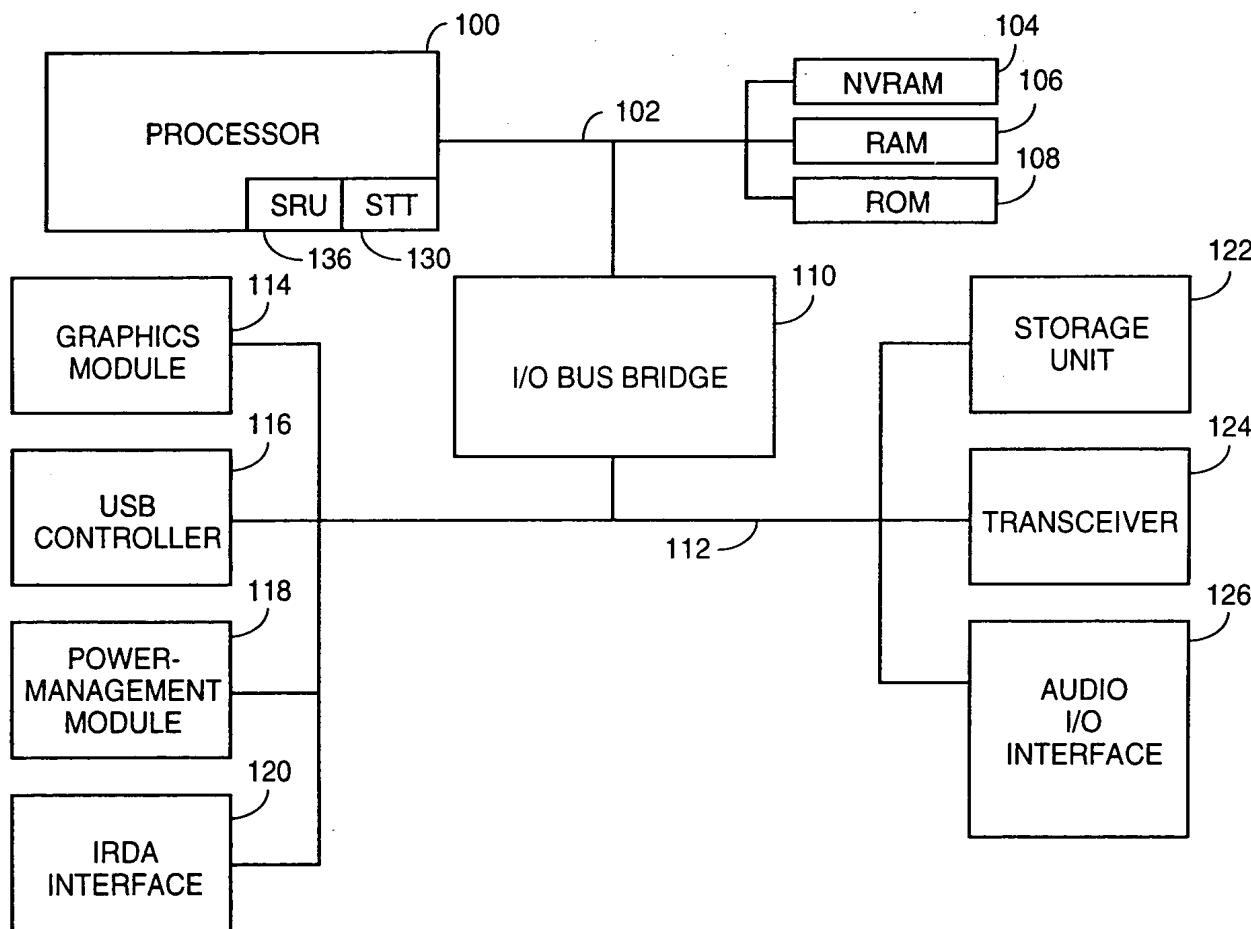


FIG. 4

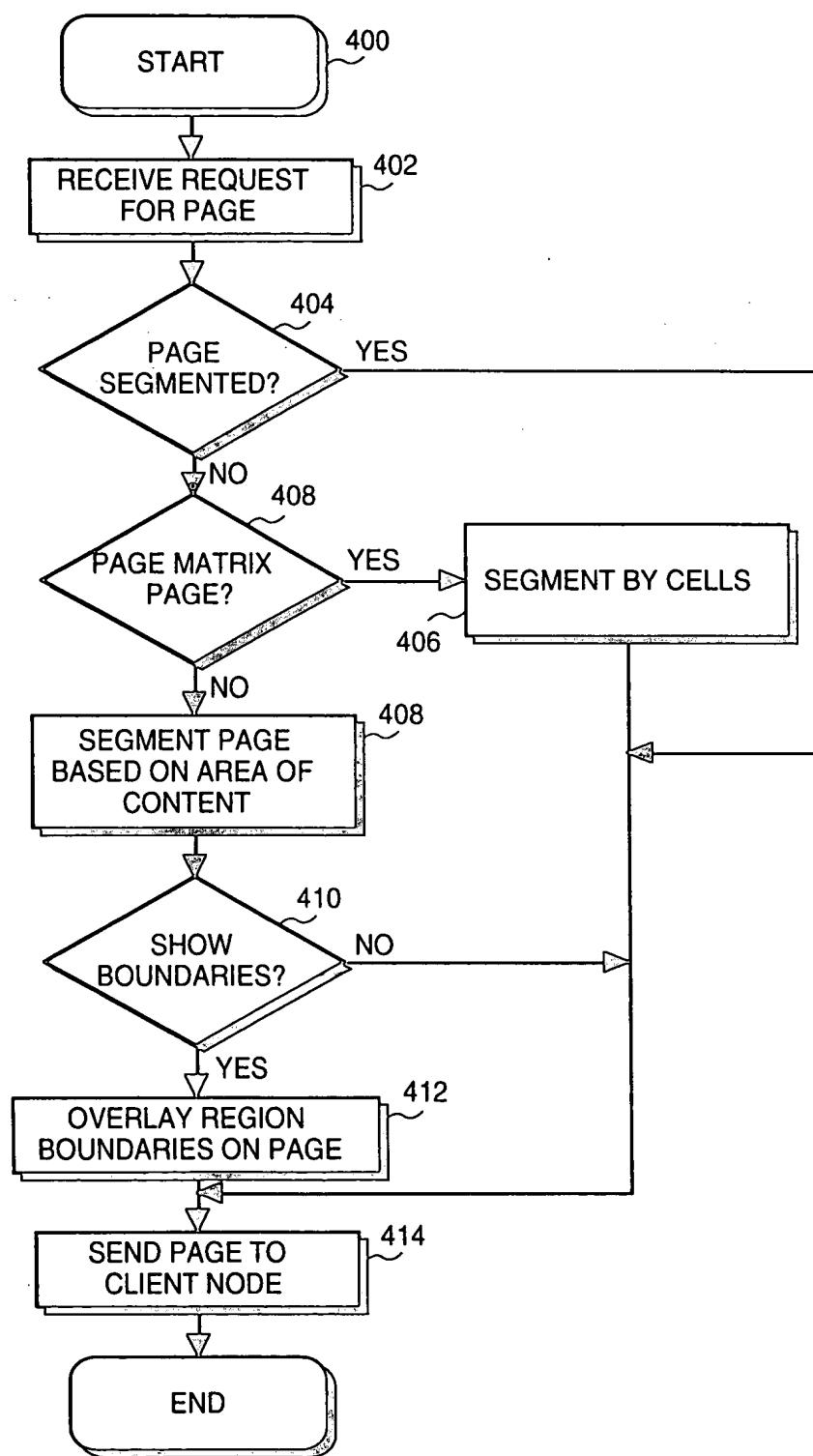


FIG. 5A

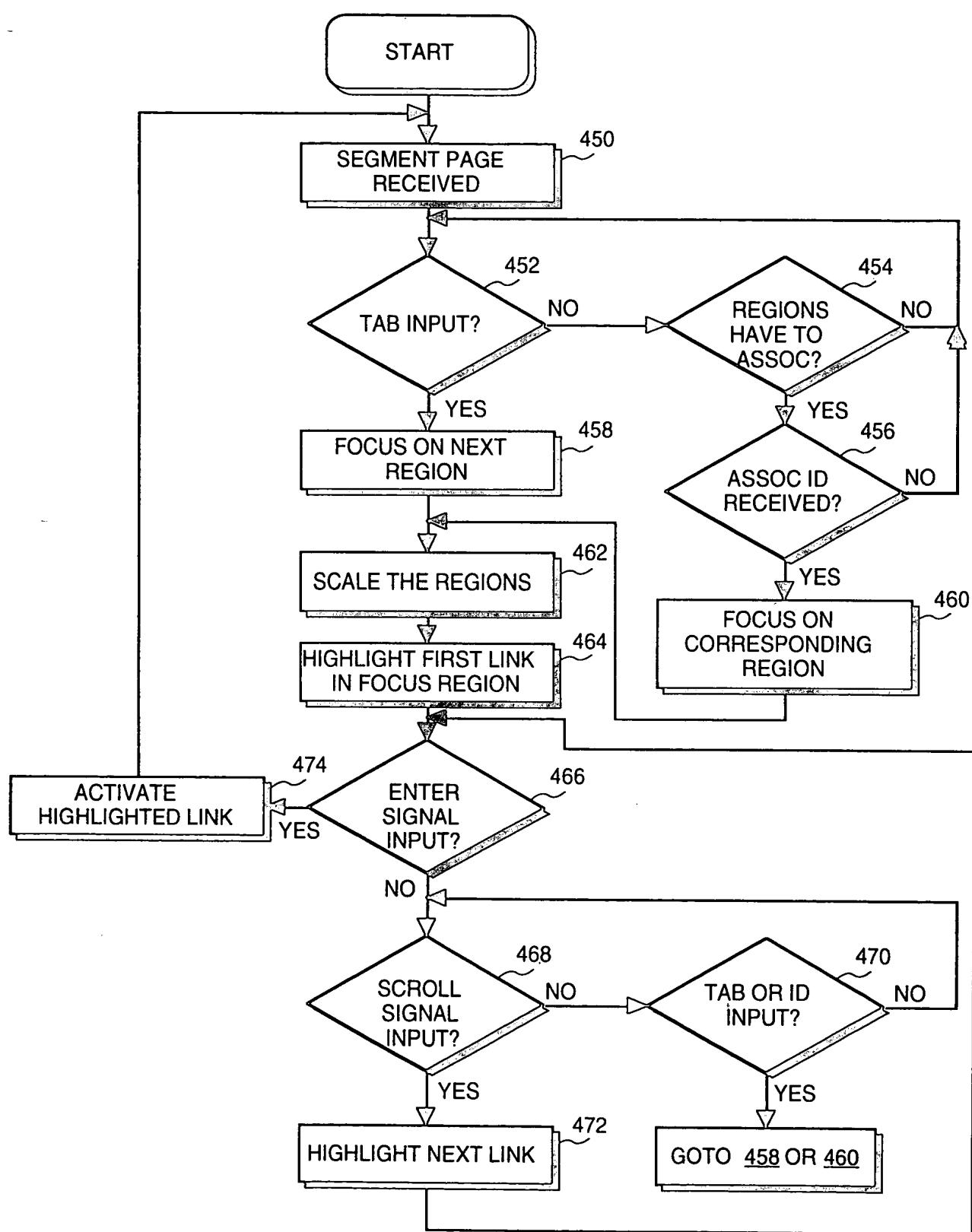


FIG. 5B

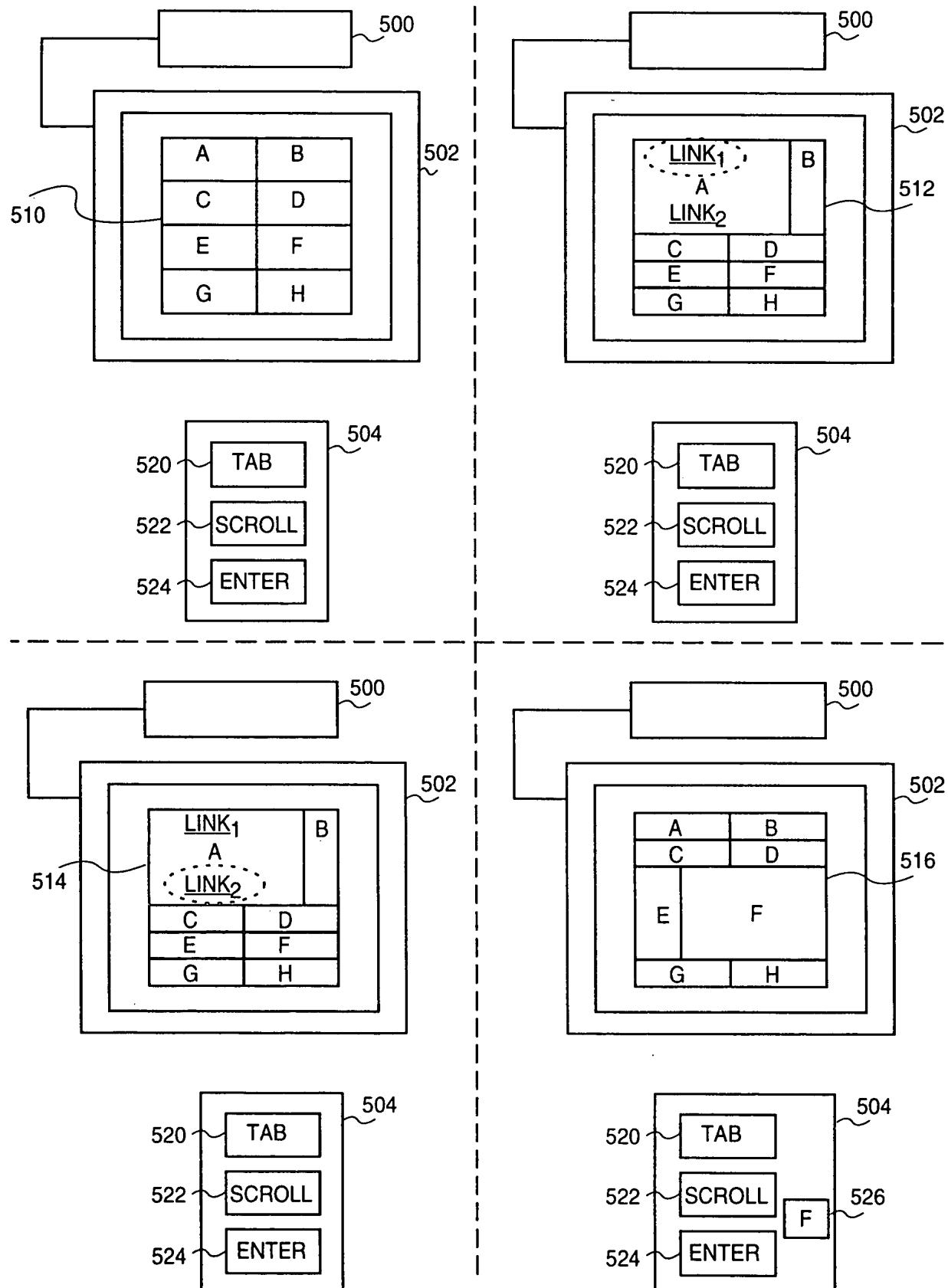


FIG. 5C

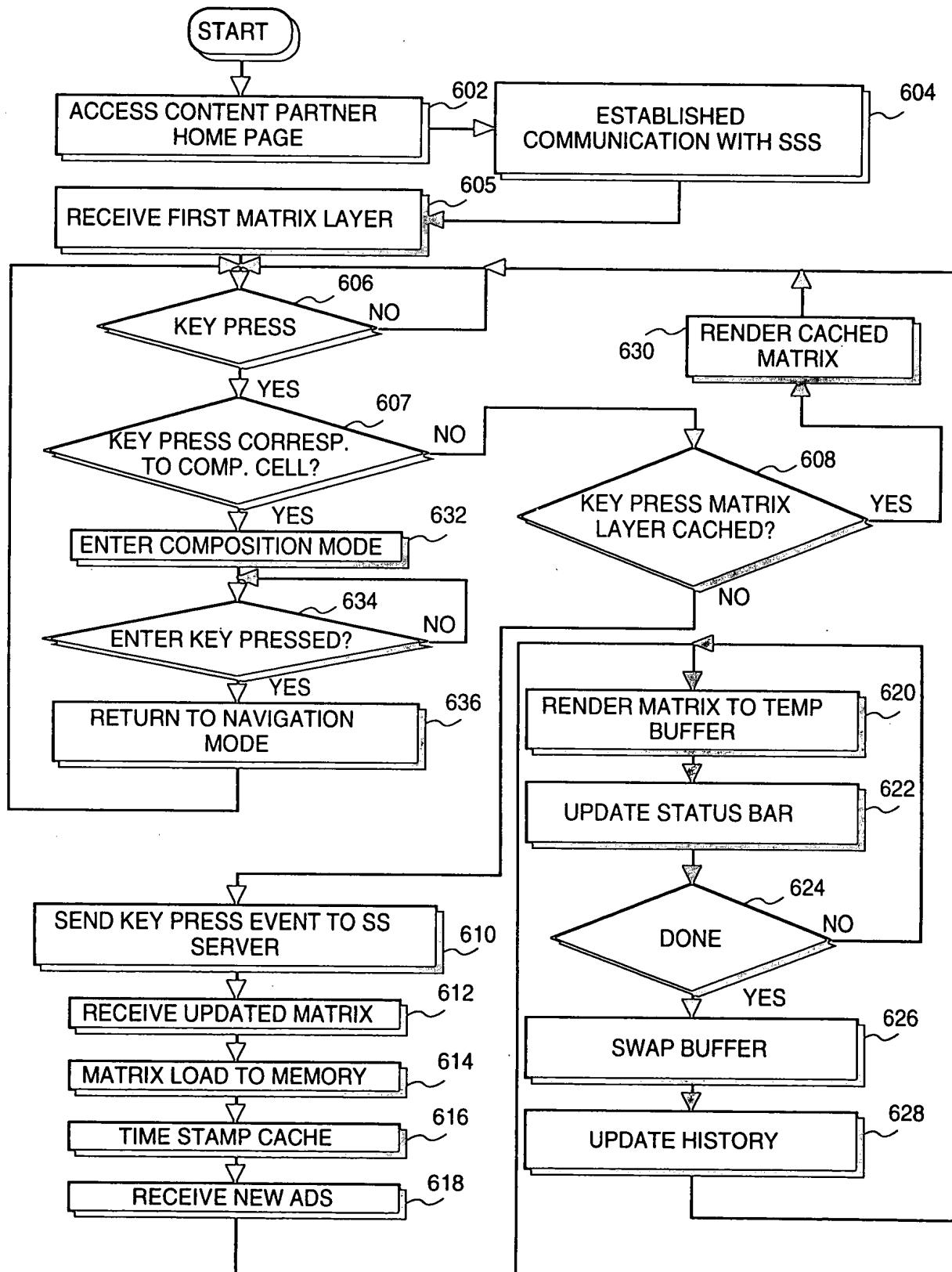


FIG. 6

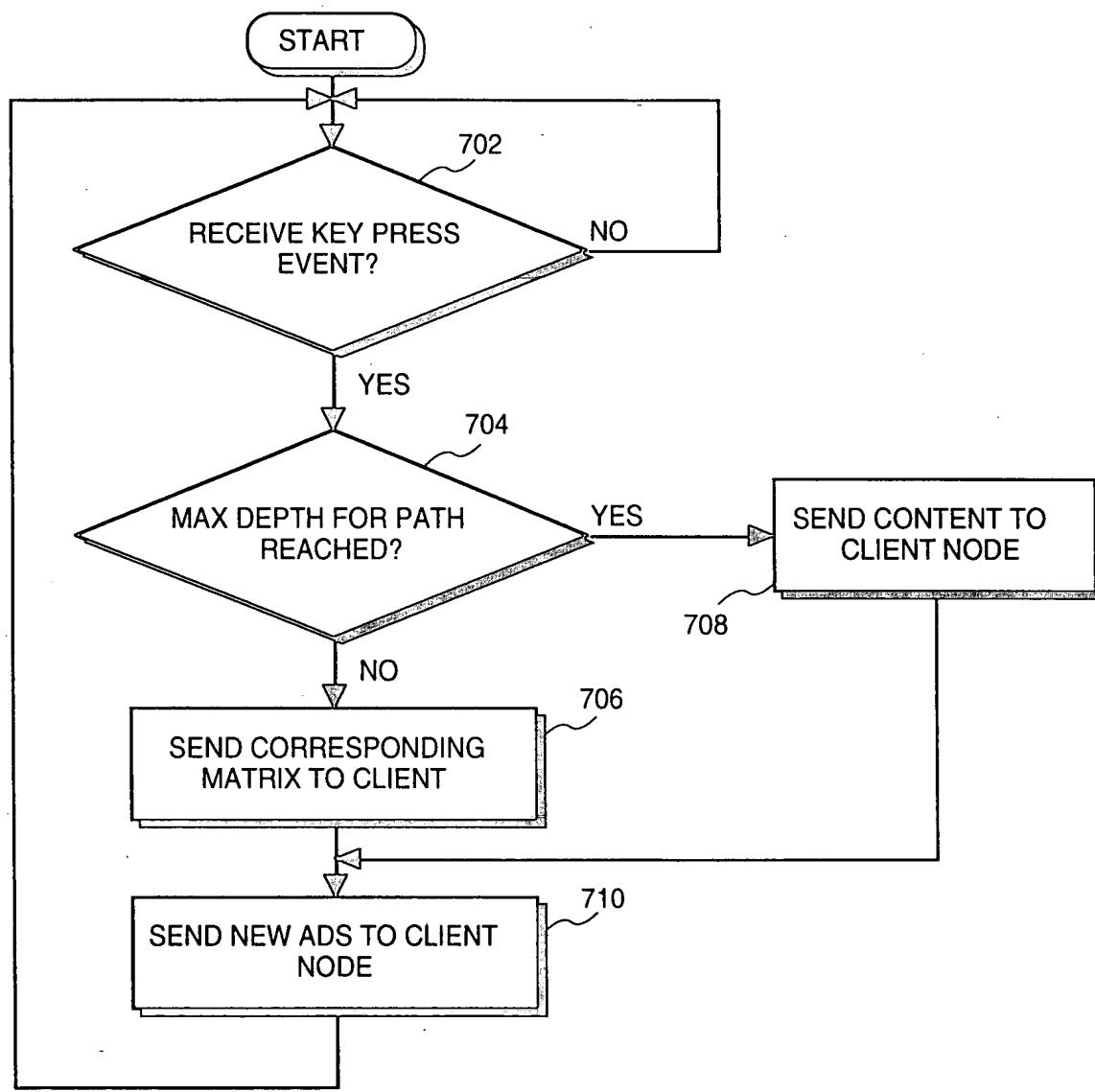


FIG. 7

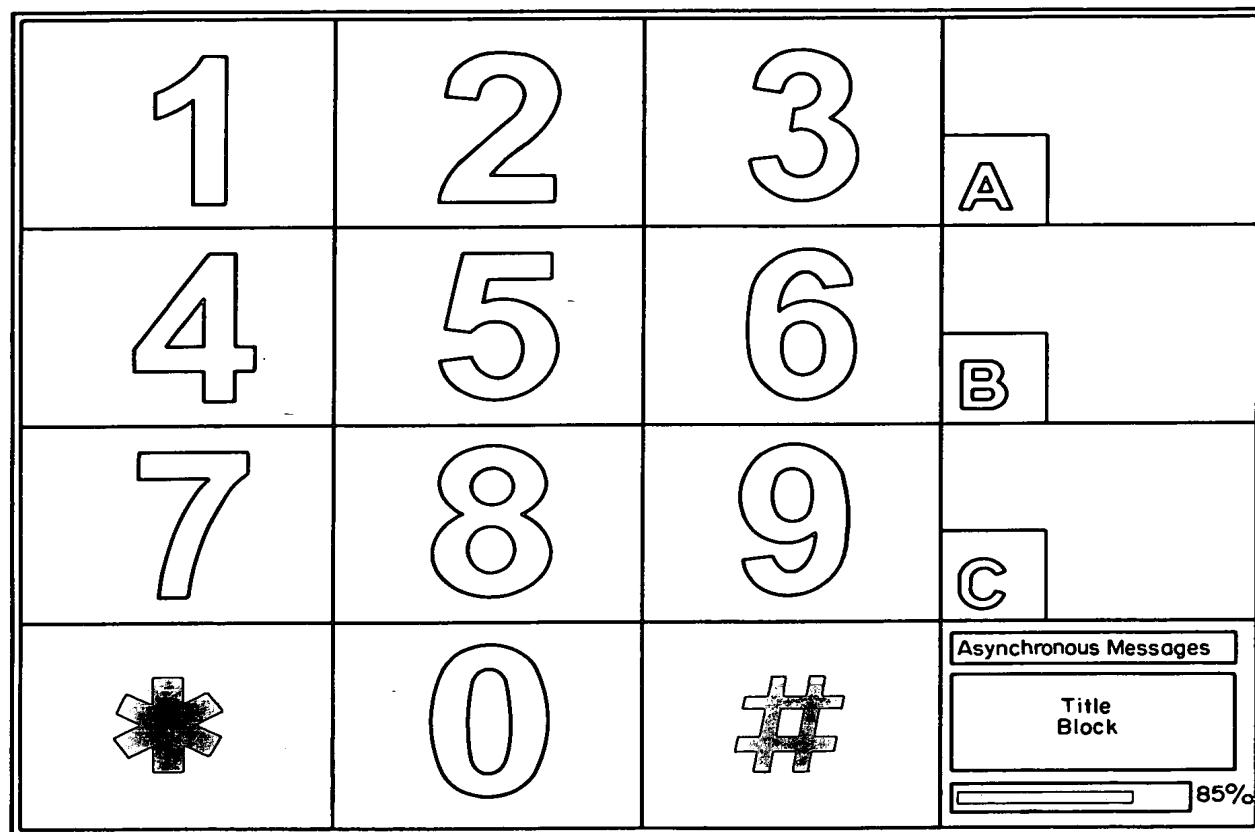


FIG. 8

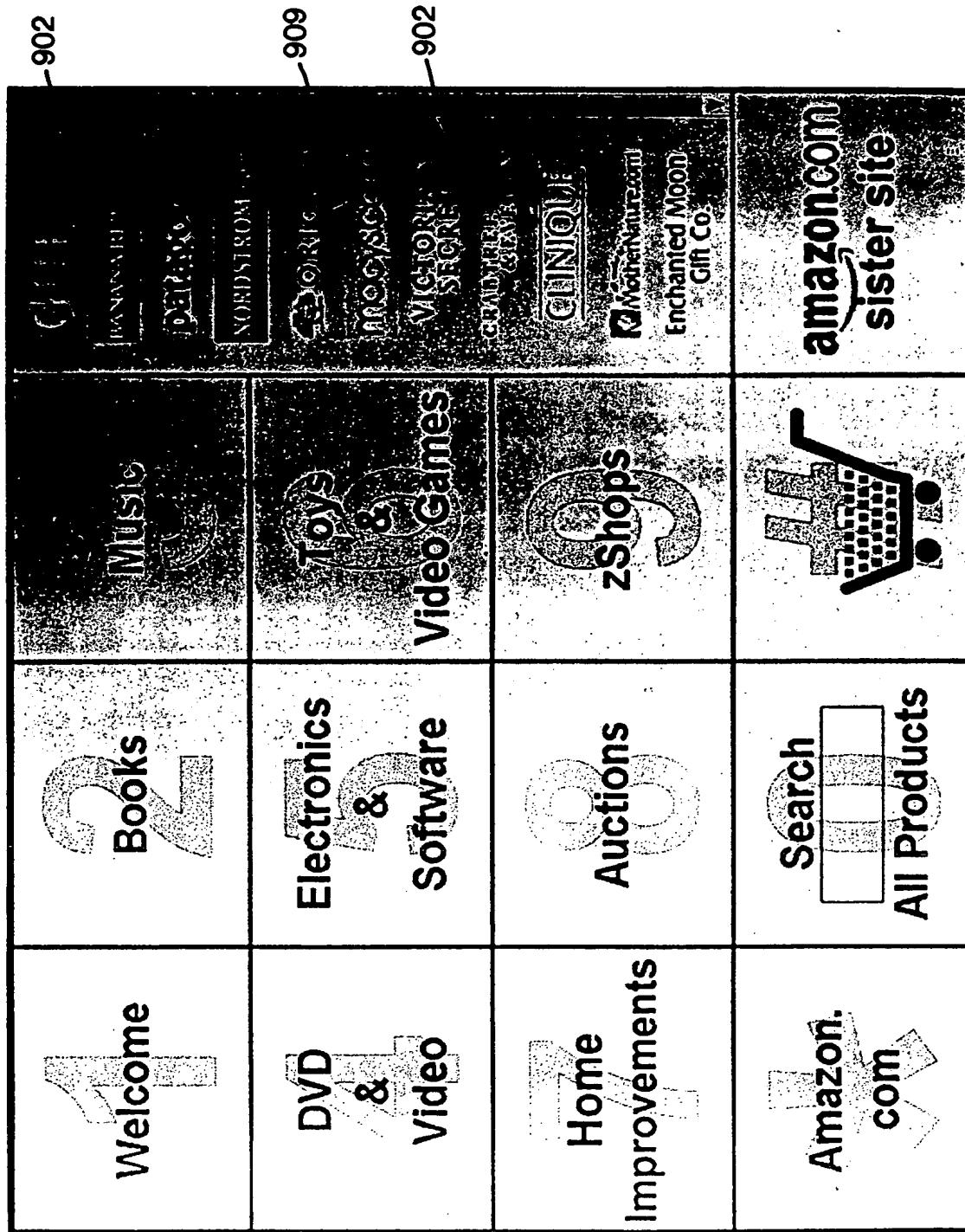


FIG. 9A

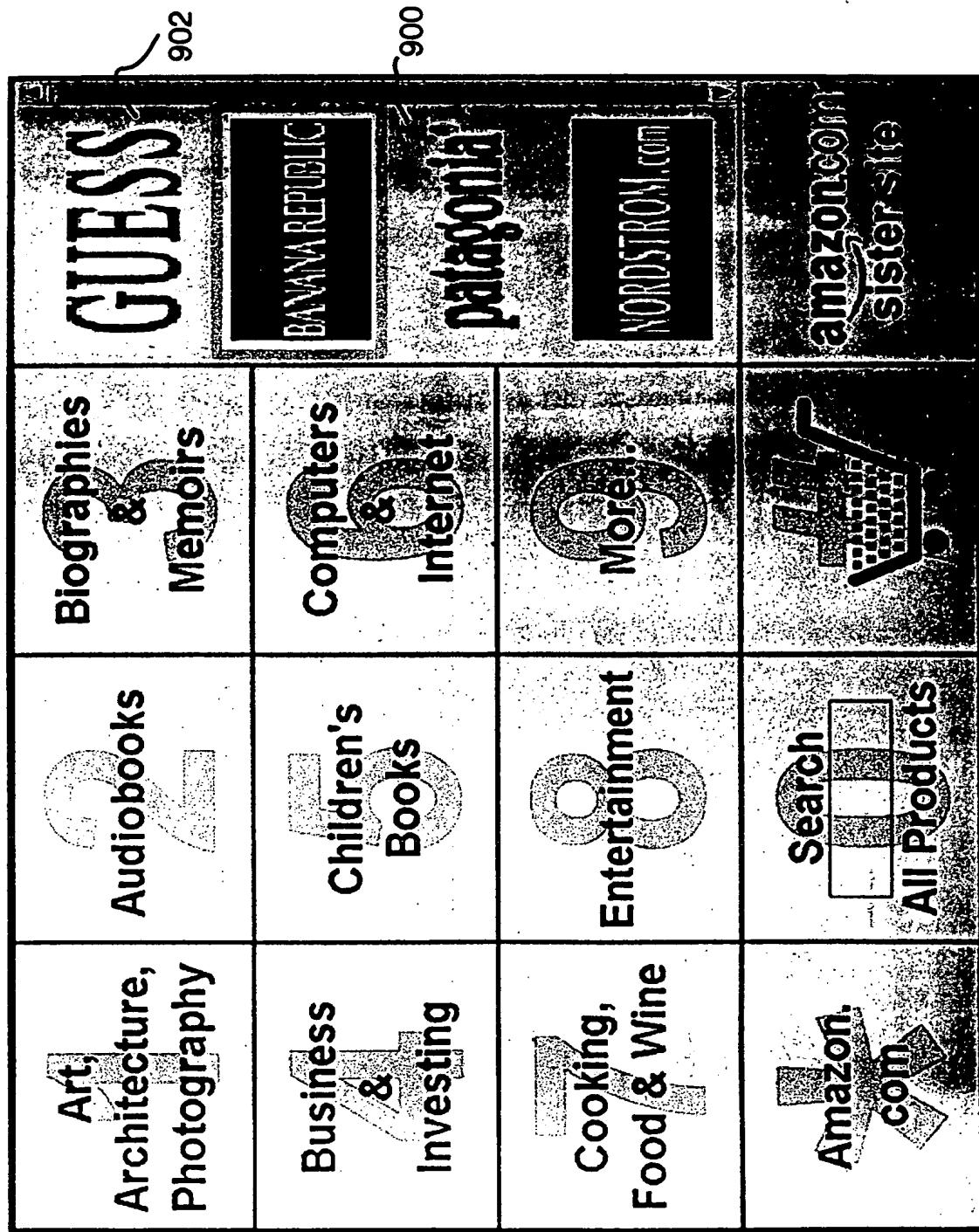


FIG. 9B

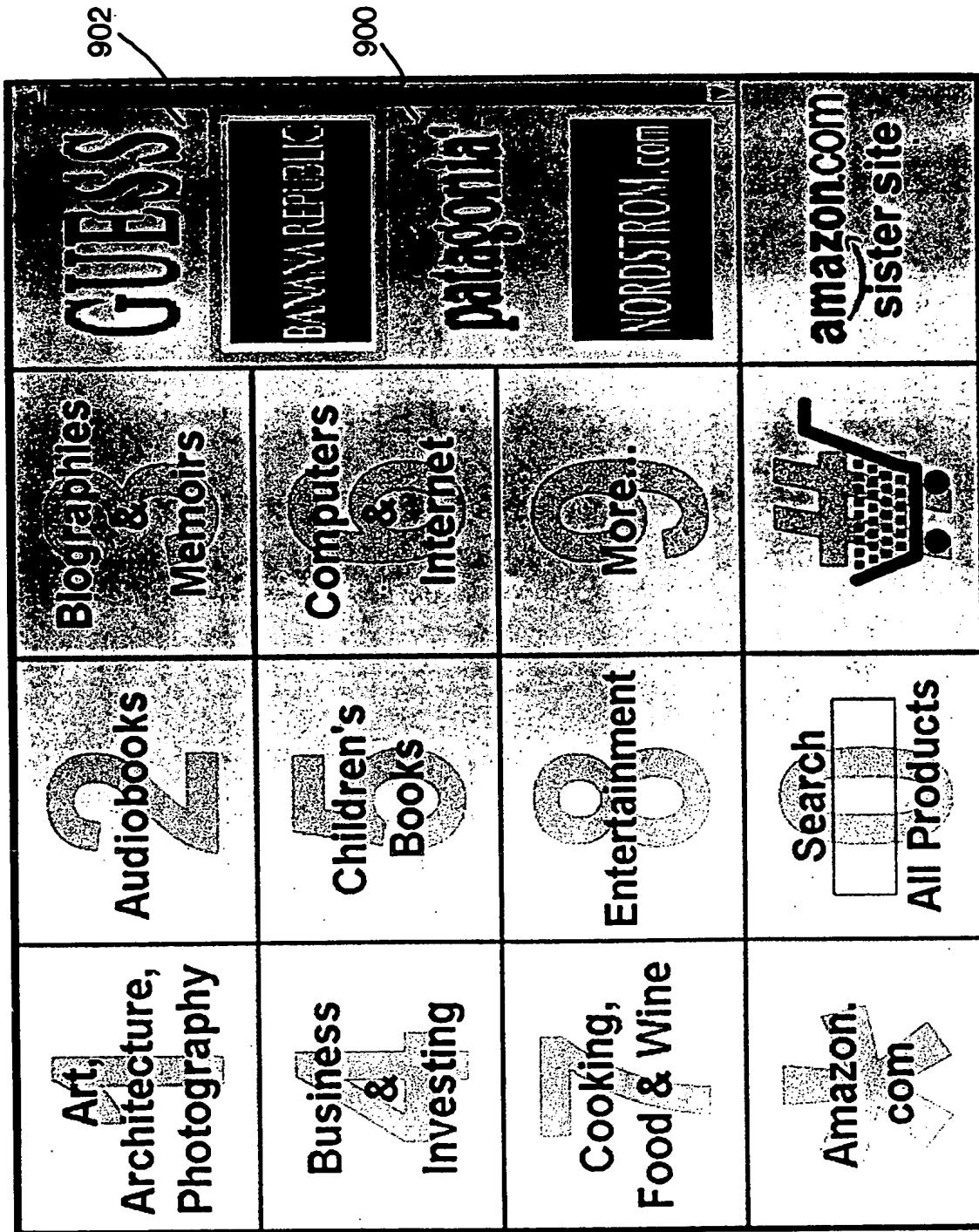


FIG. 9C

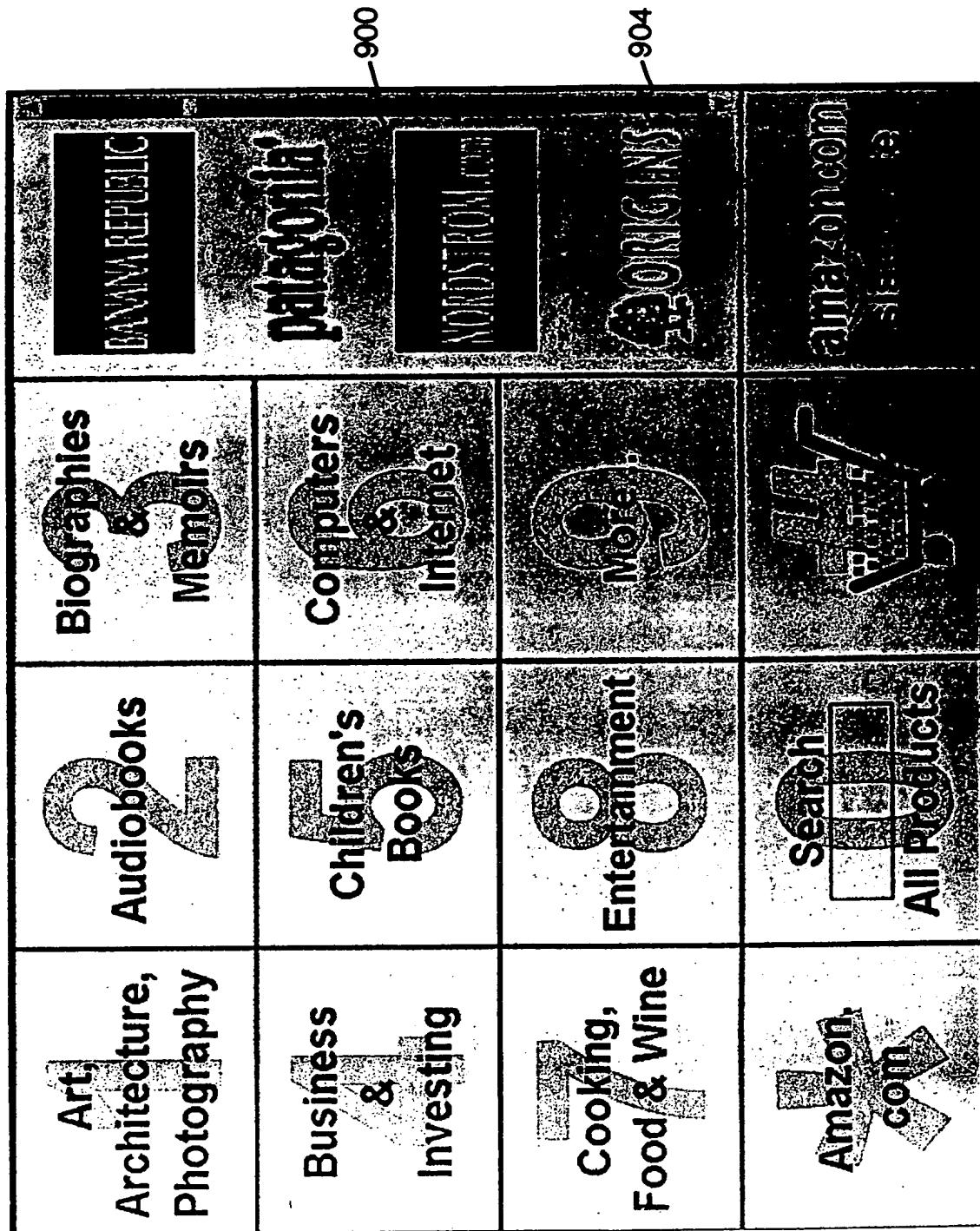


FIG. 9D

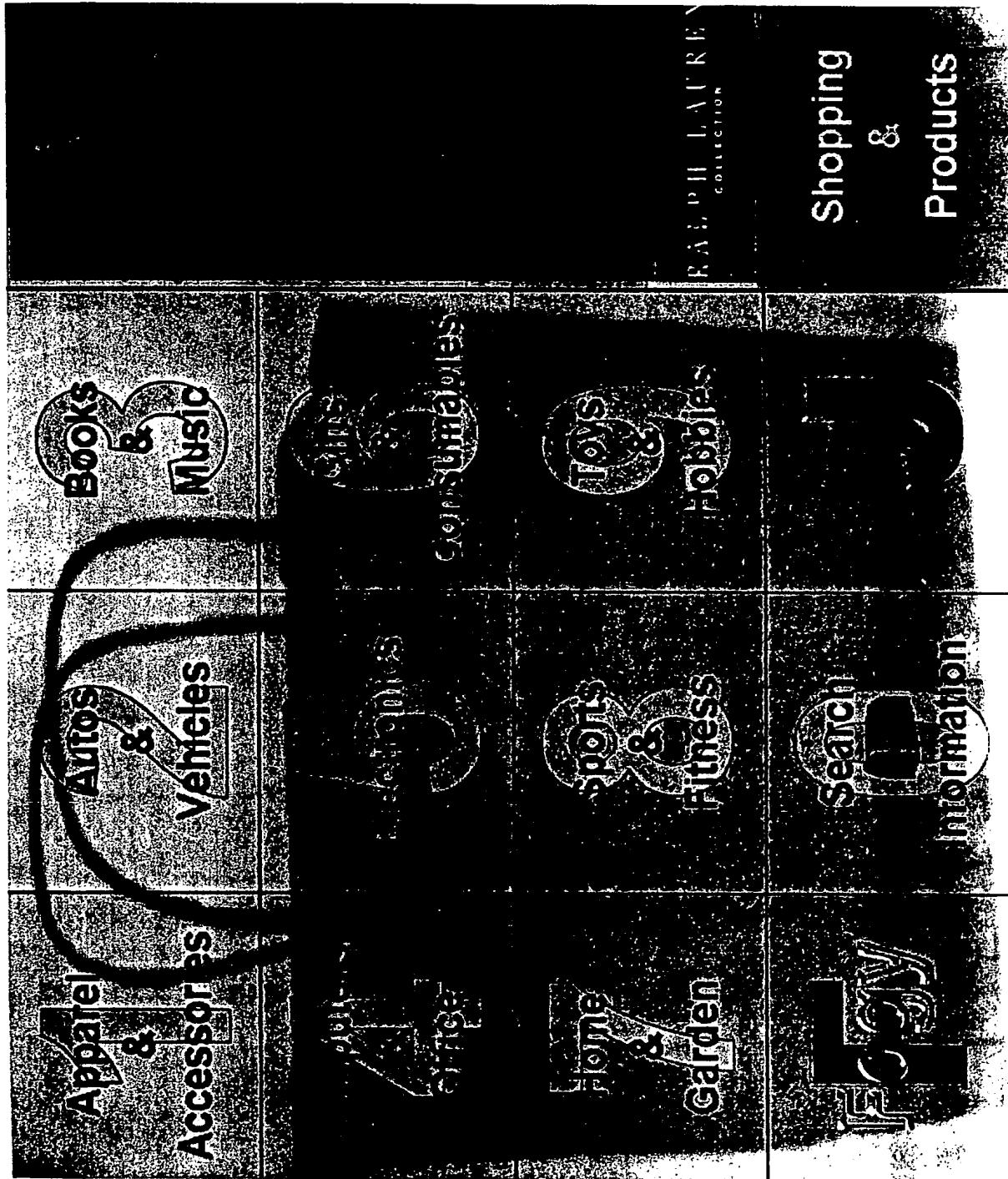


FIG. 10a

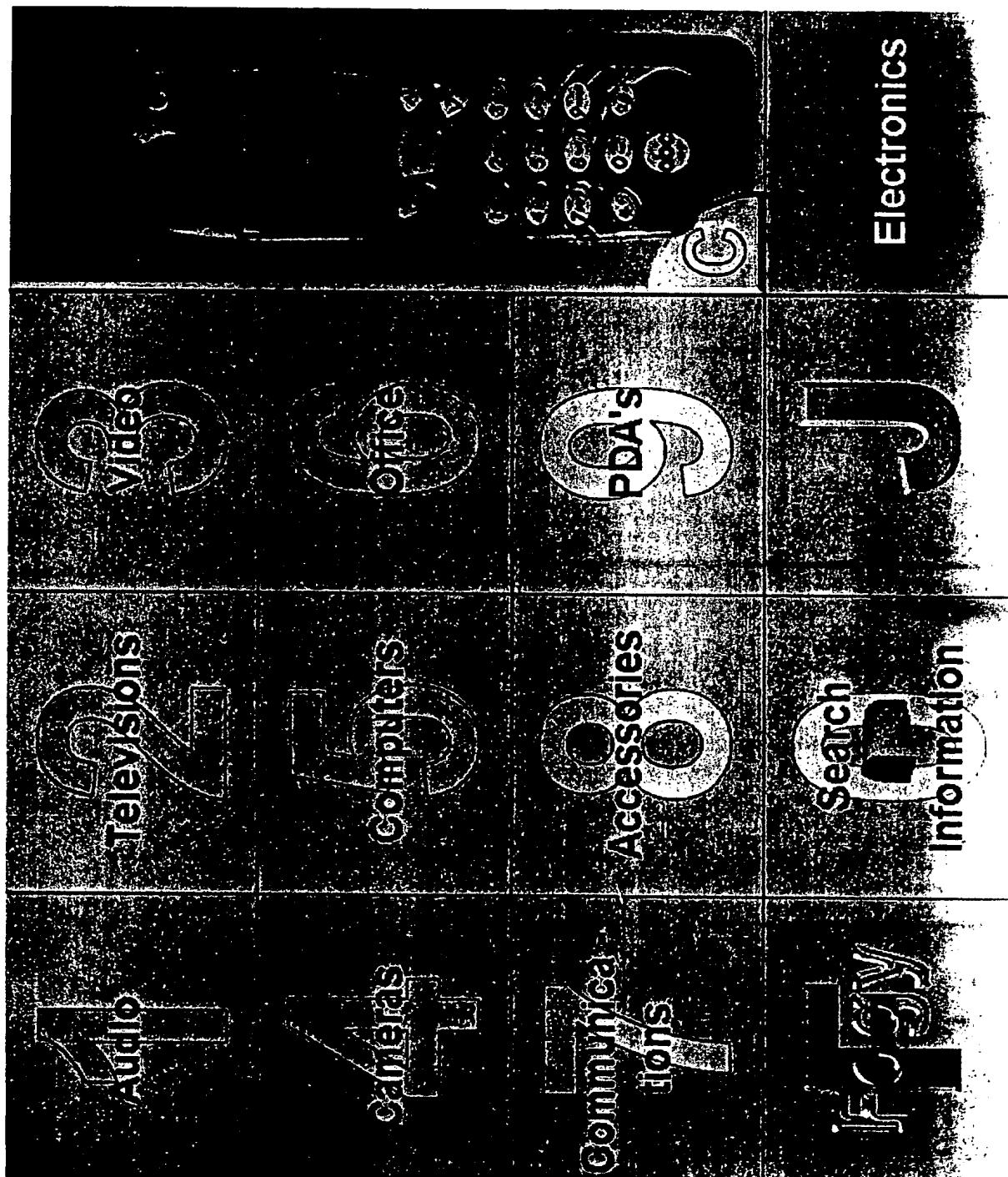


FIG. 10b

Blakely, Sokoloff, Taylor & Zafman LLP

(310) 207-3800

Title: METHOD TO GENERATE ADVERTISING REVENUE BASED

ON TIME AND LOCATION

1st Named Inventor: Elliot A. Gottfurcht
Application No.: 12/612,622

Application No.: 10/646,066

Sheet: 19 of 36

Docket No.: 4346P001X3

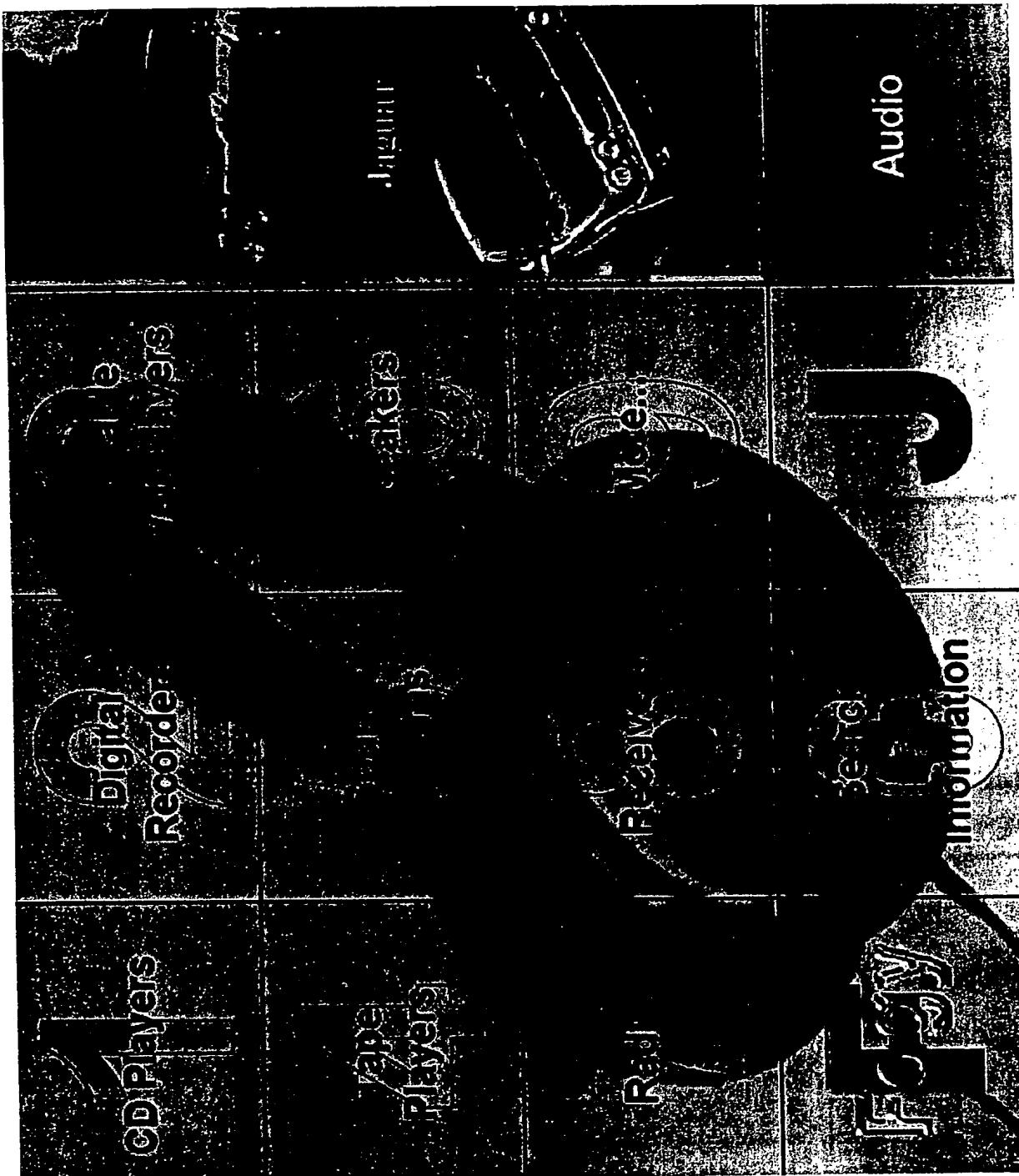


FIG. 10c

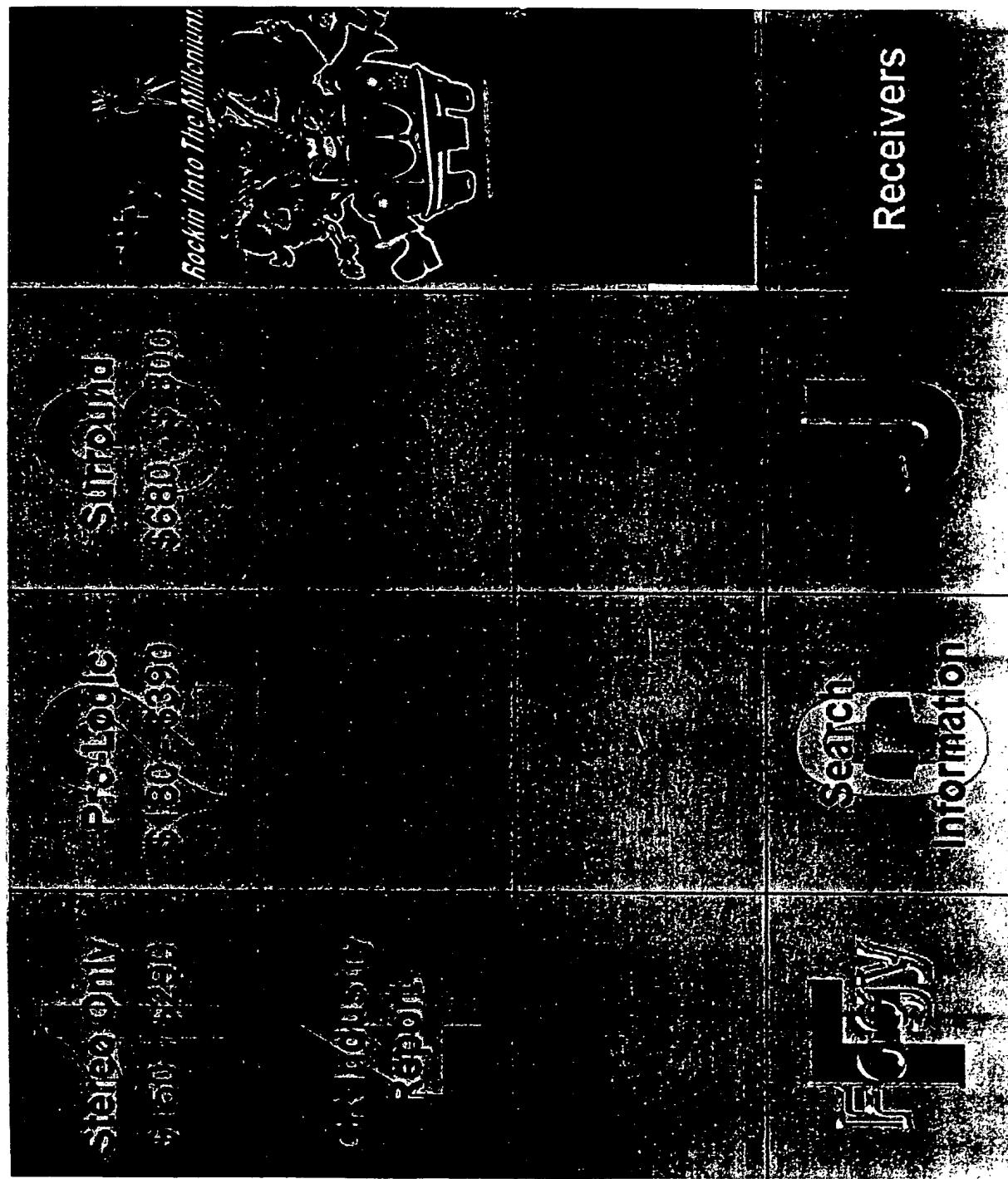


FIG. 10d

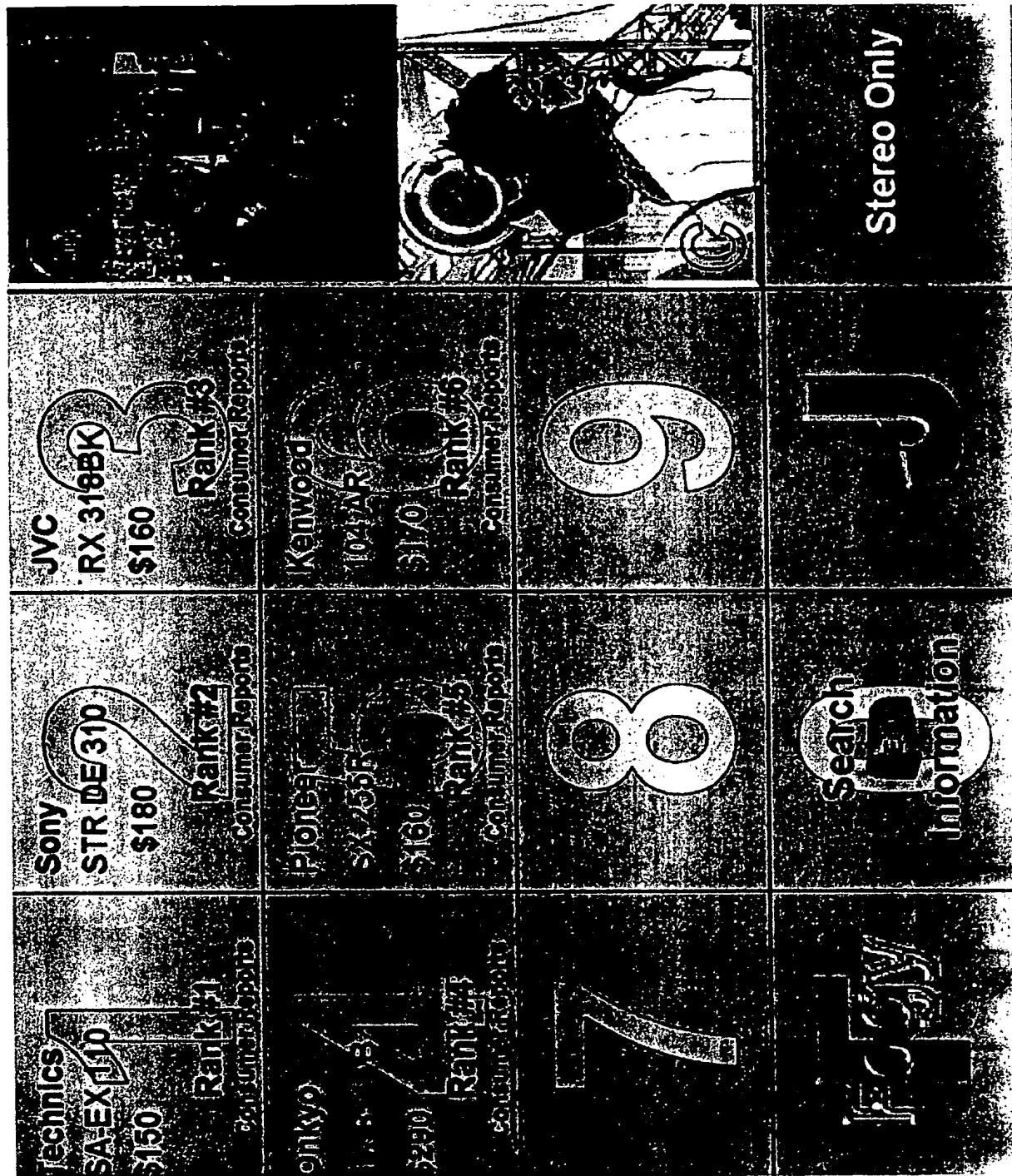


FIG. 10e

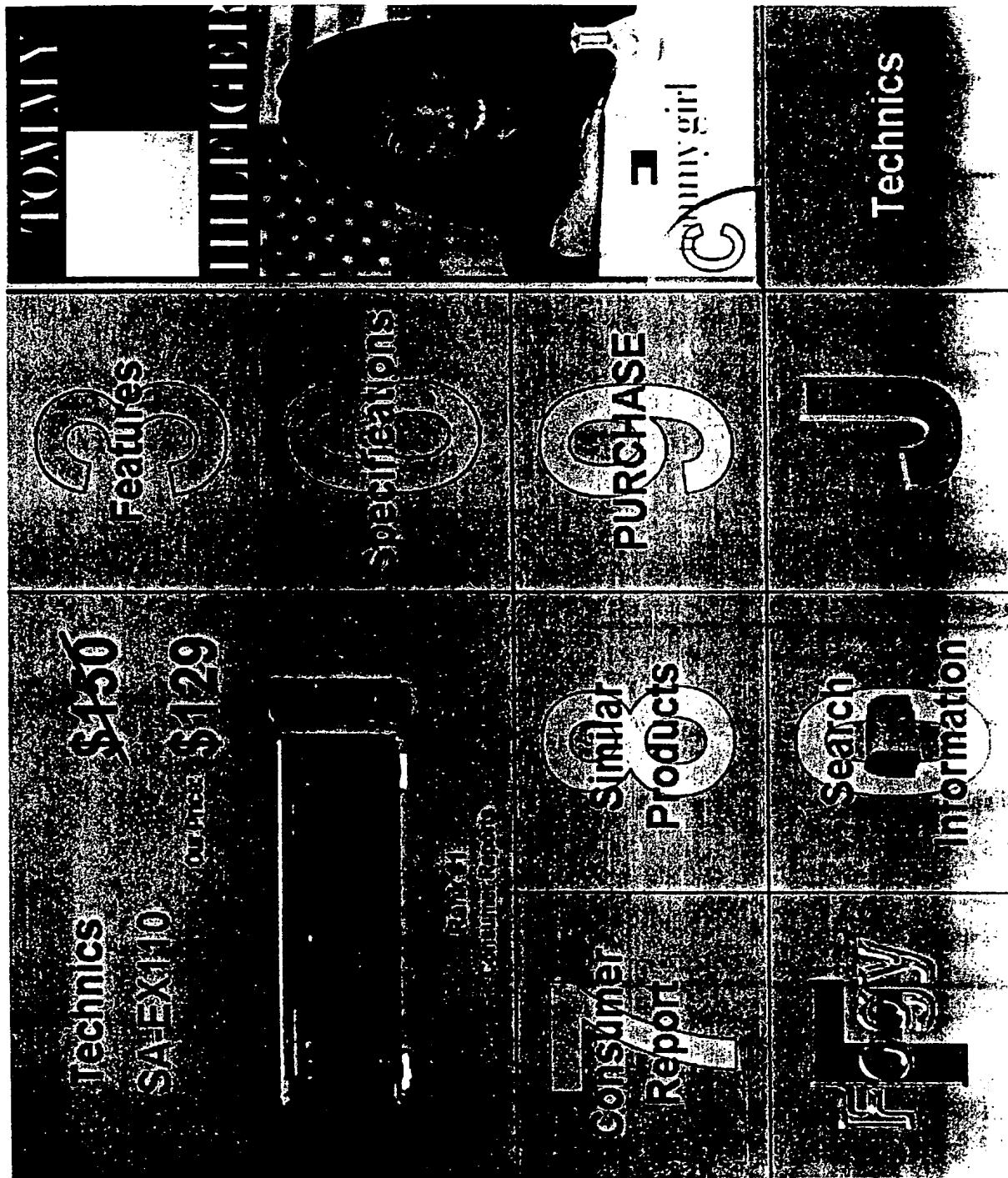


FIG. 1 of

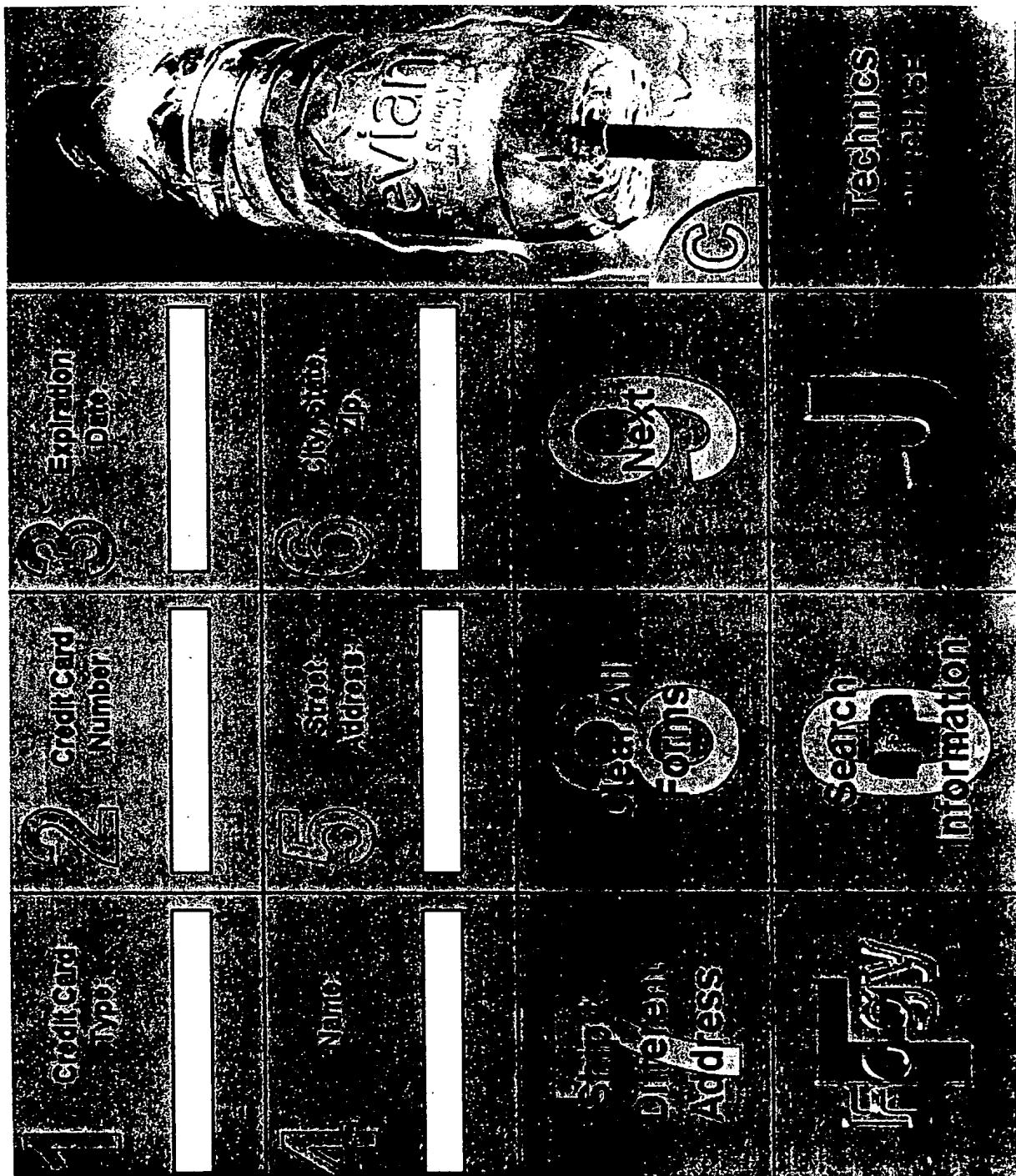


FIG. 10g

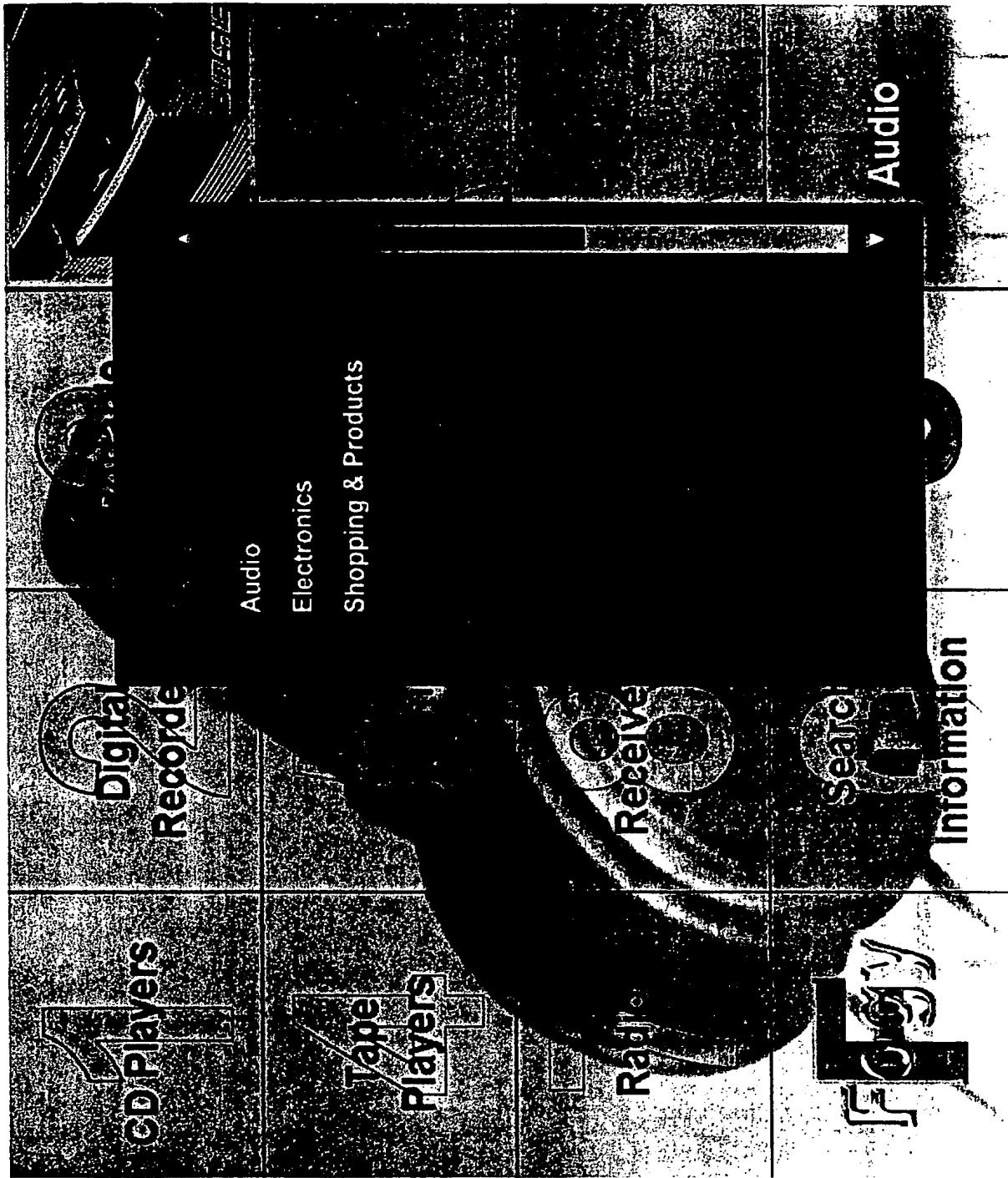


FIG. 11

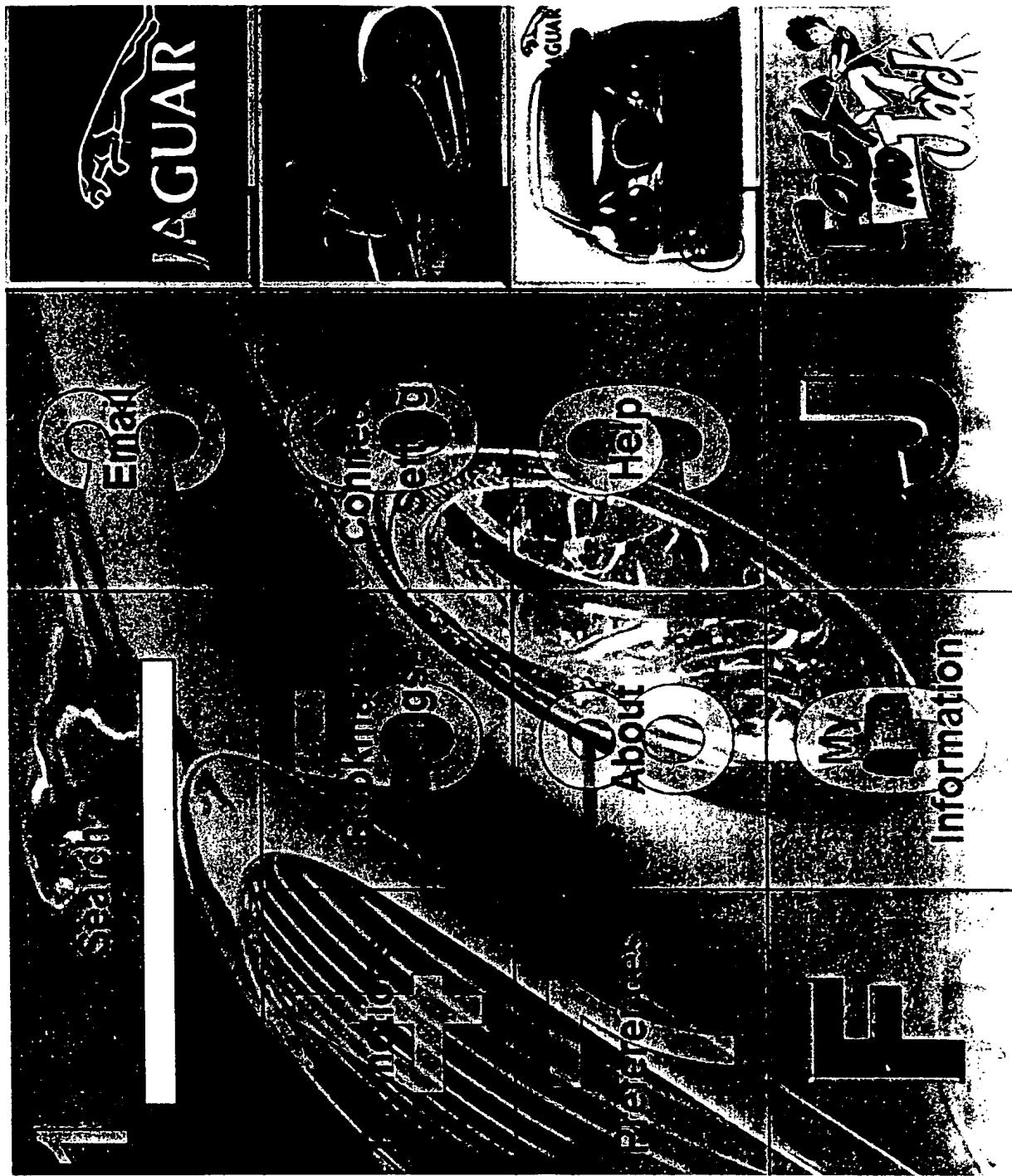


FIG. 12a

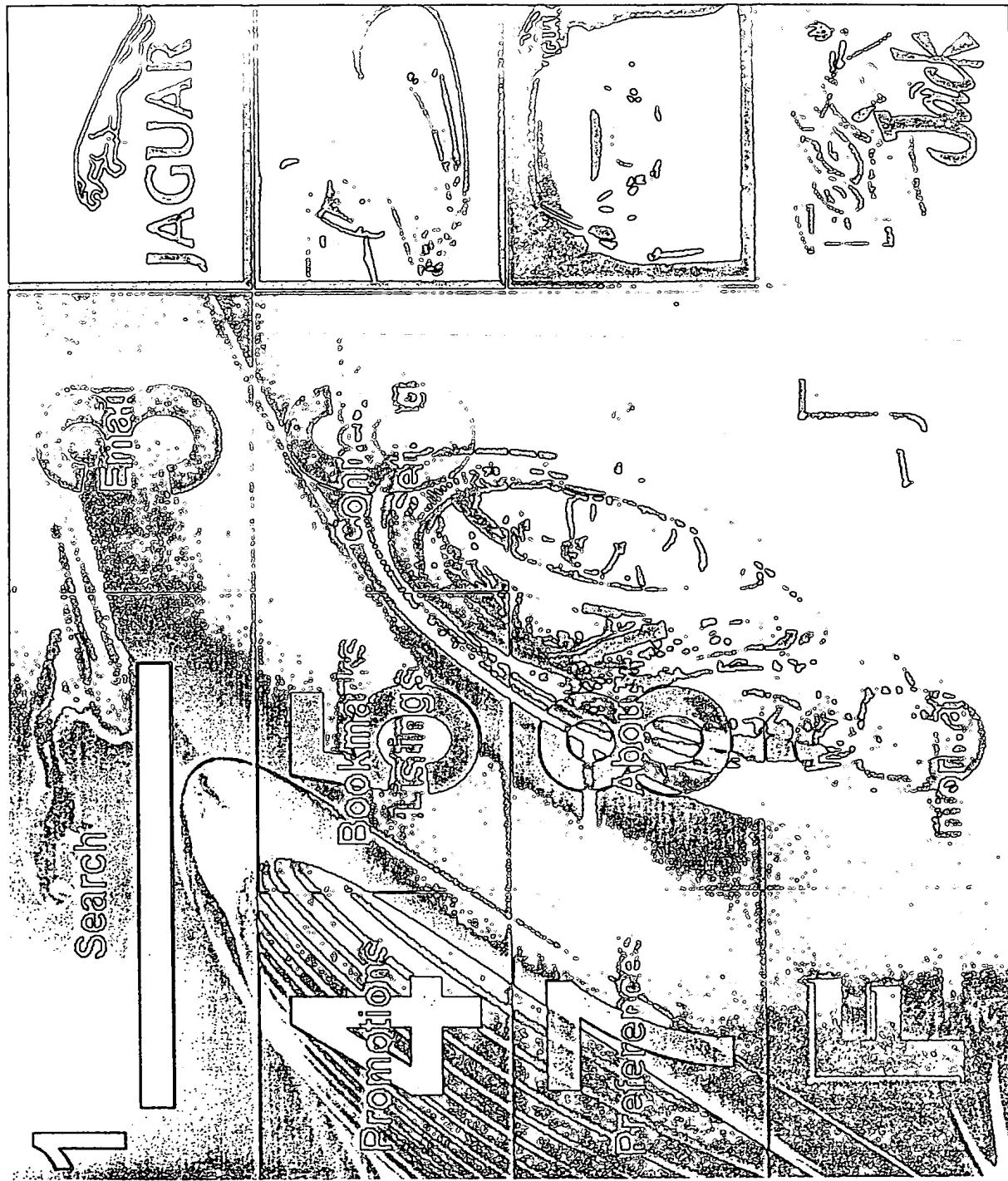


FIG. 12b

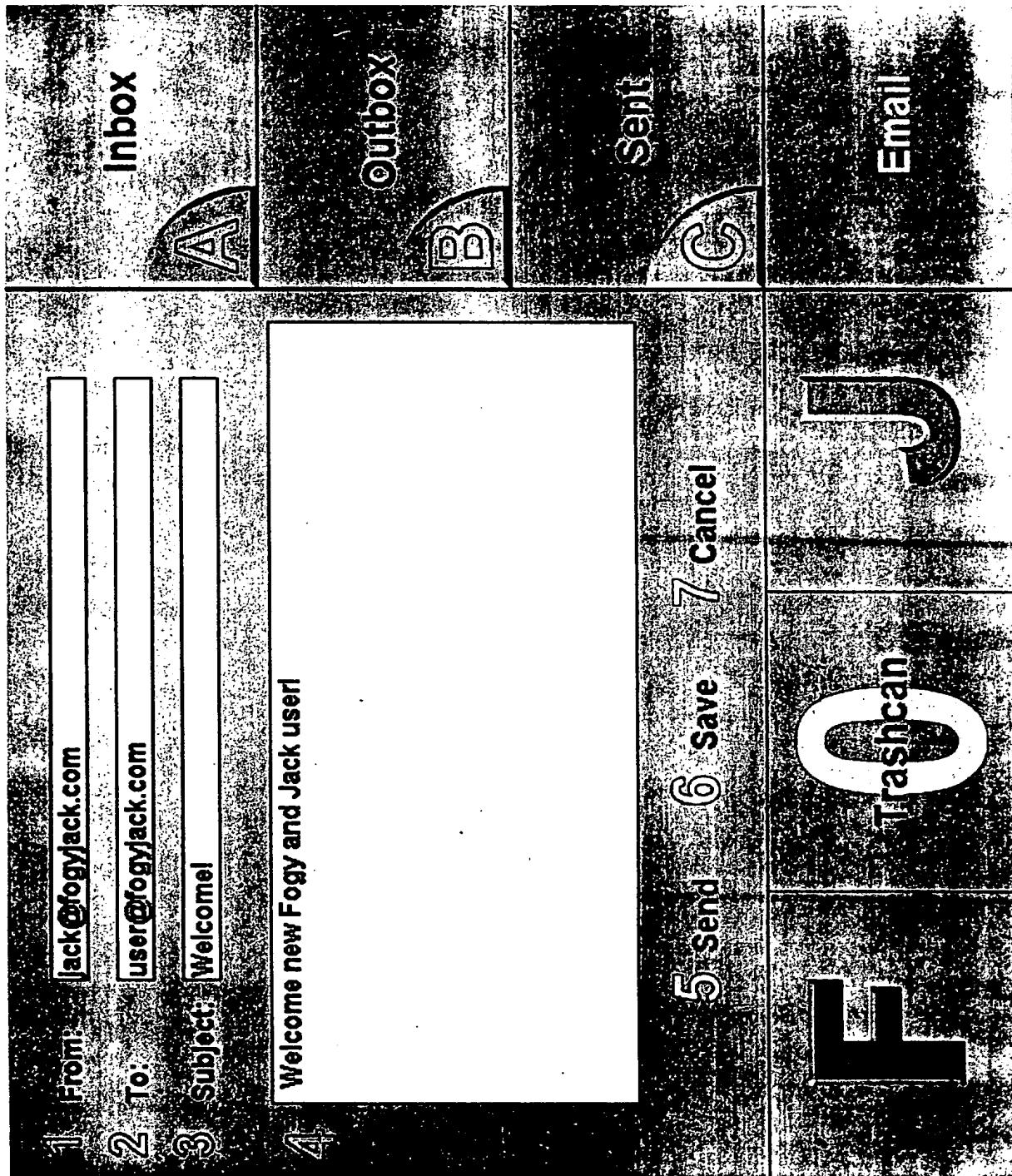


FIG. 13

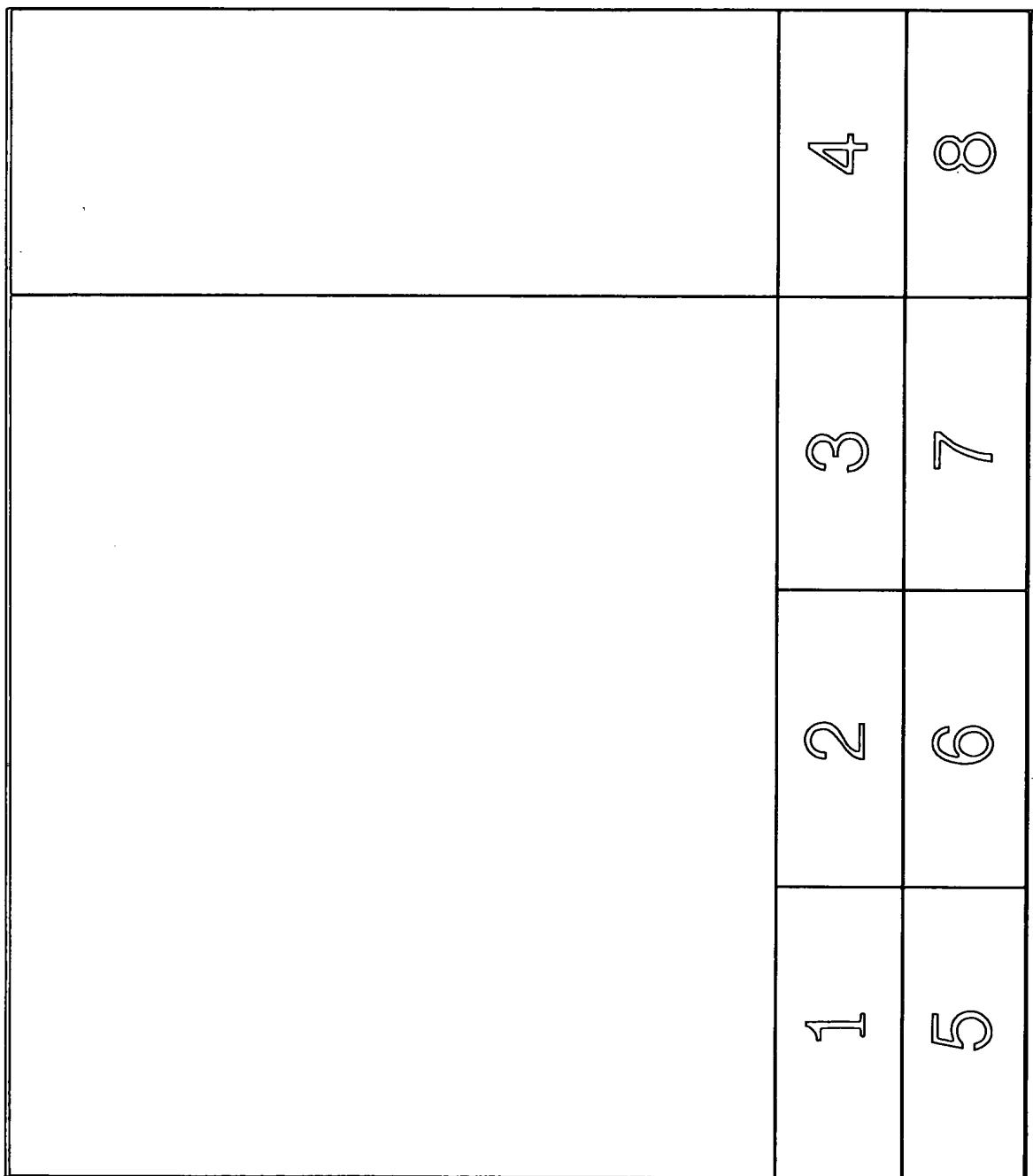
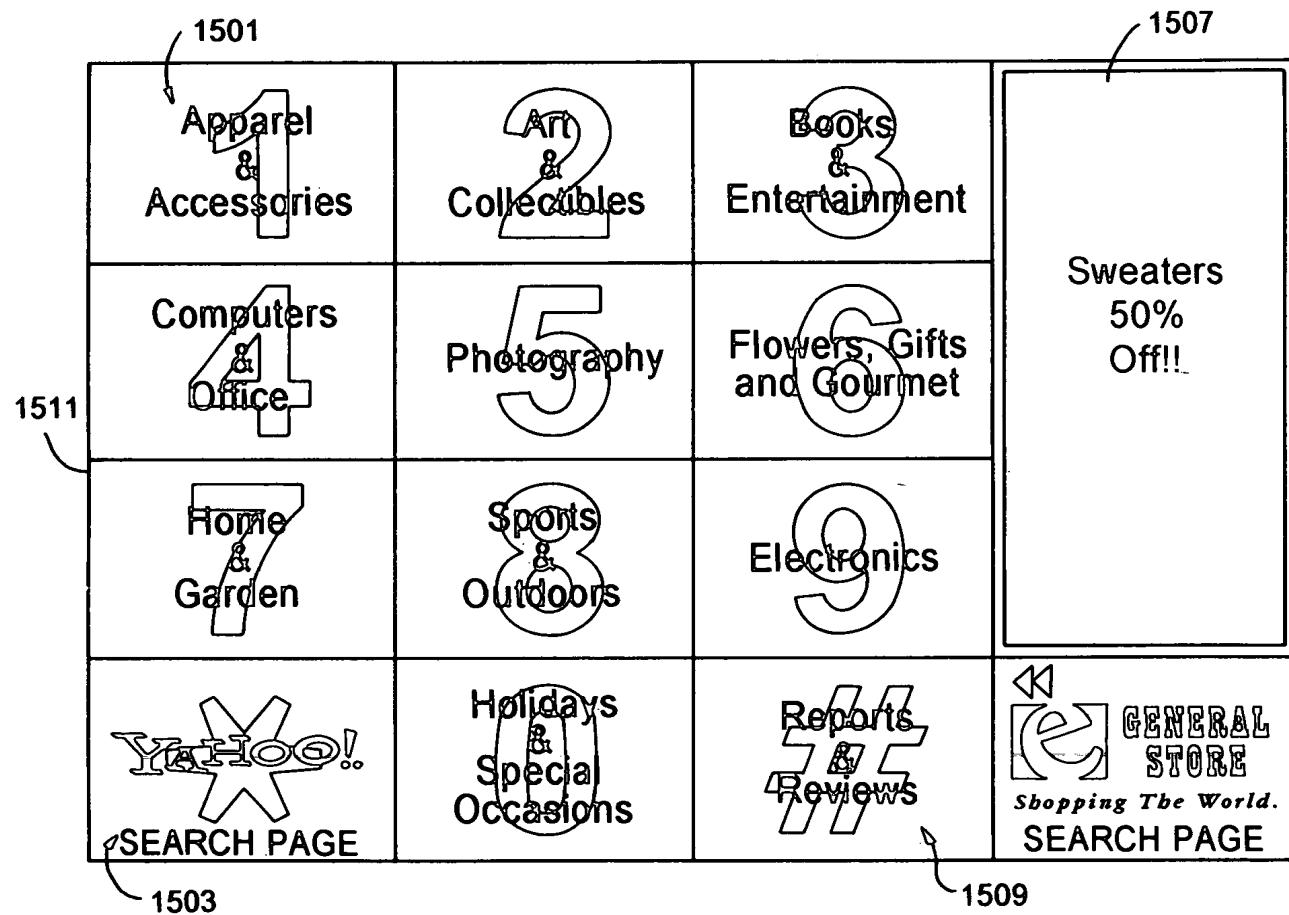


FIG. 14



Yahoo! E-Commerce Channel

FIG. 15

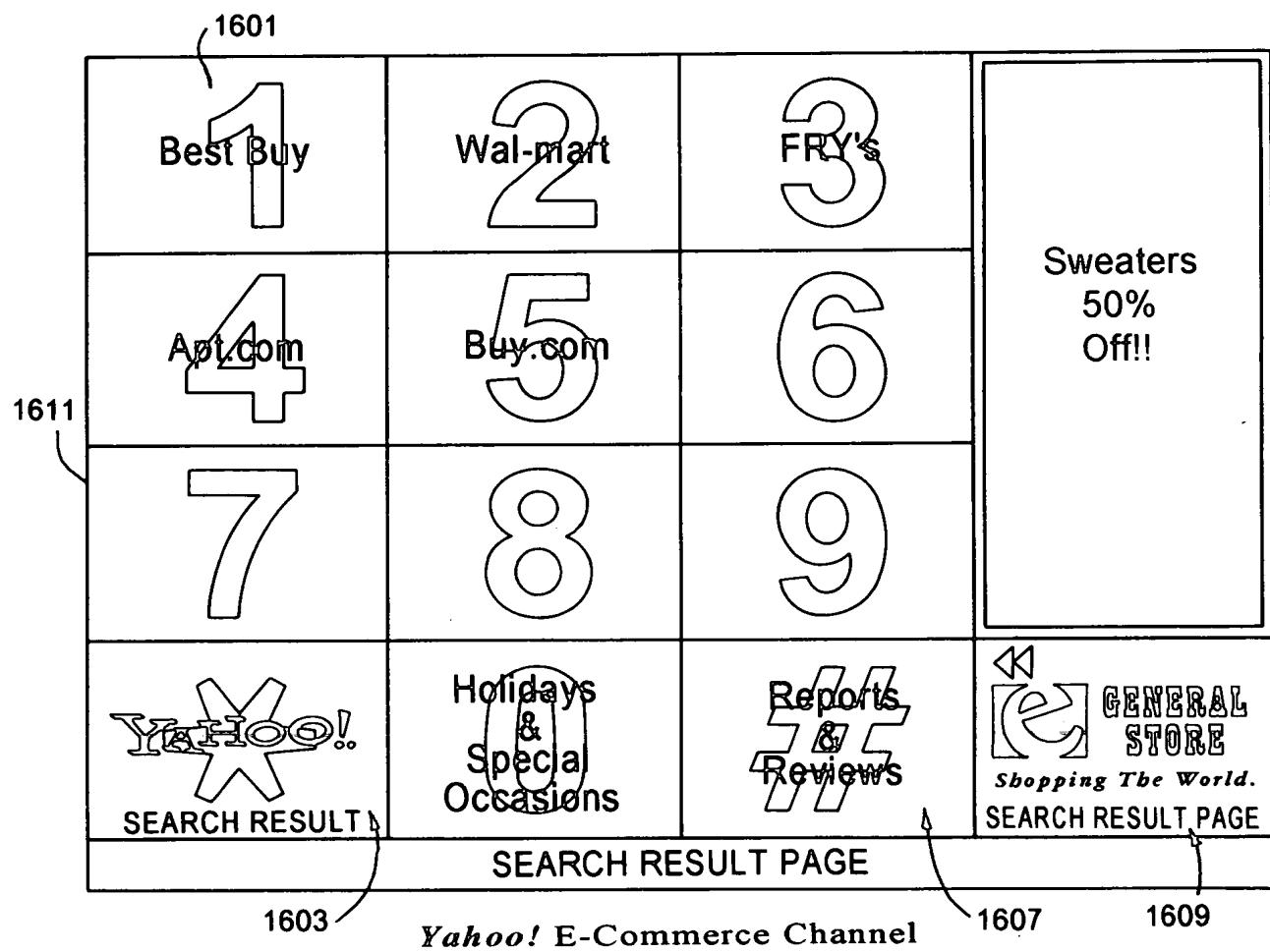


FIG. 16

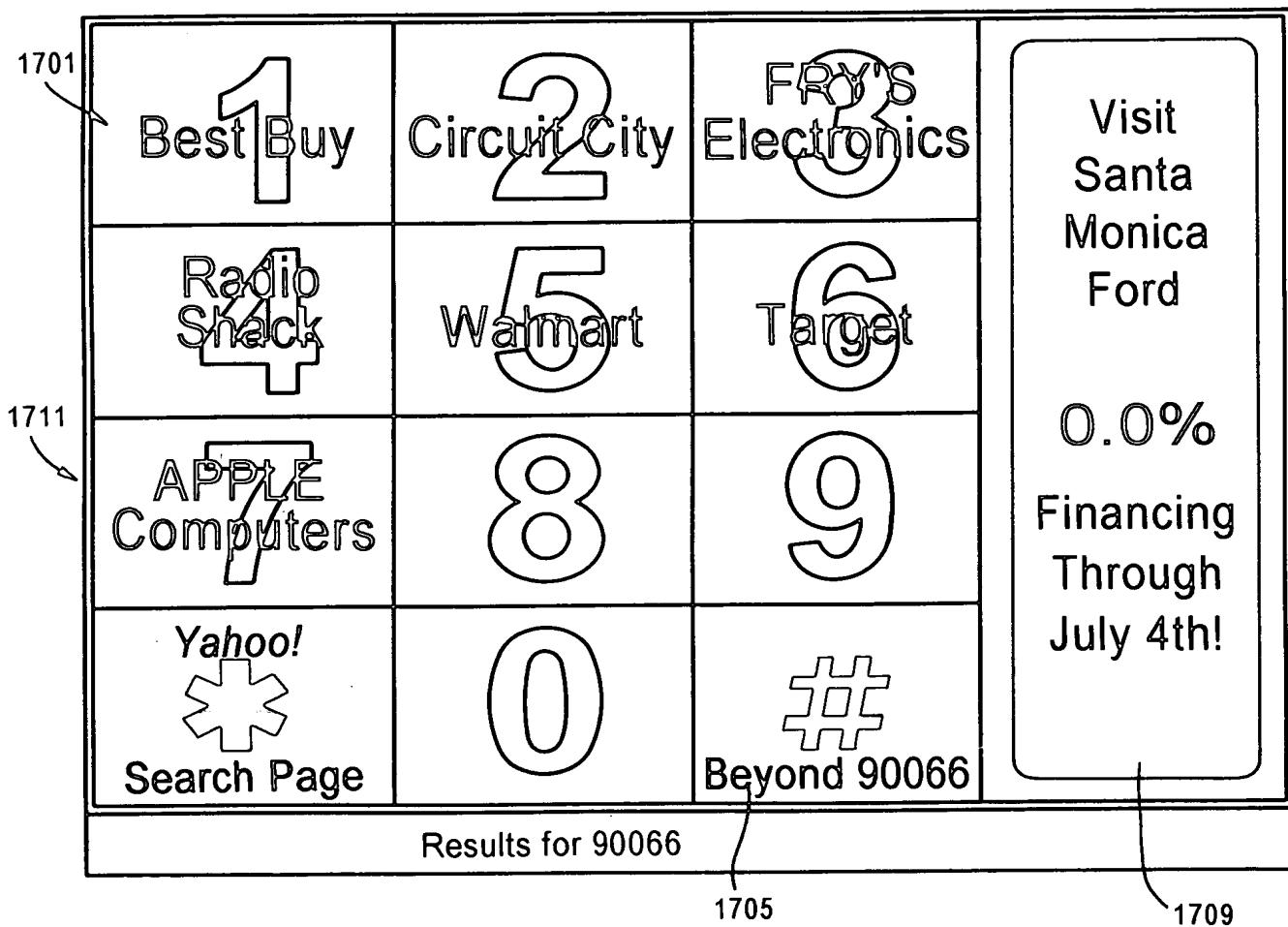


FIG. 17

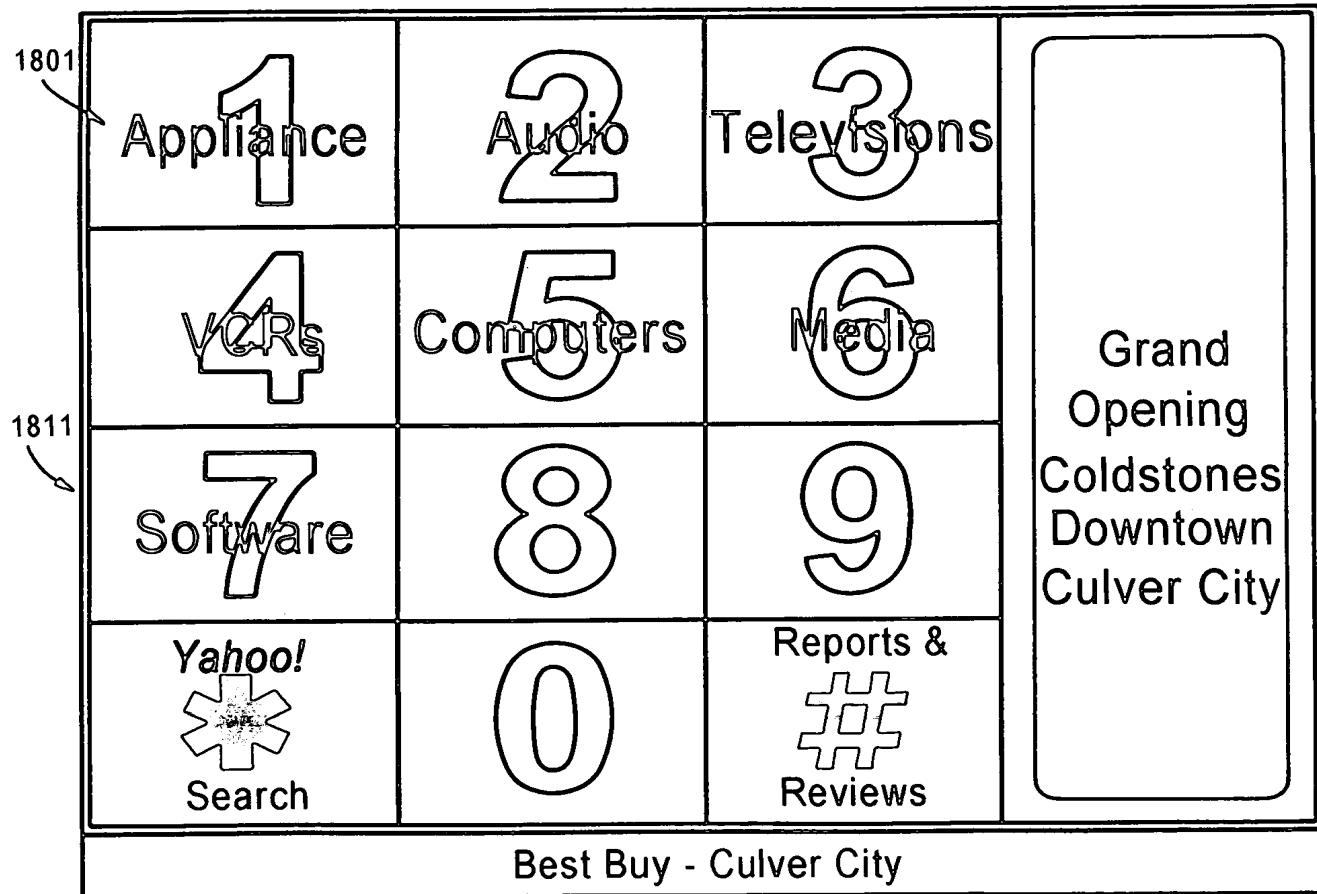


FIG. 18

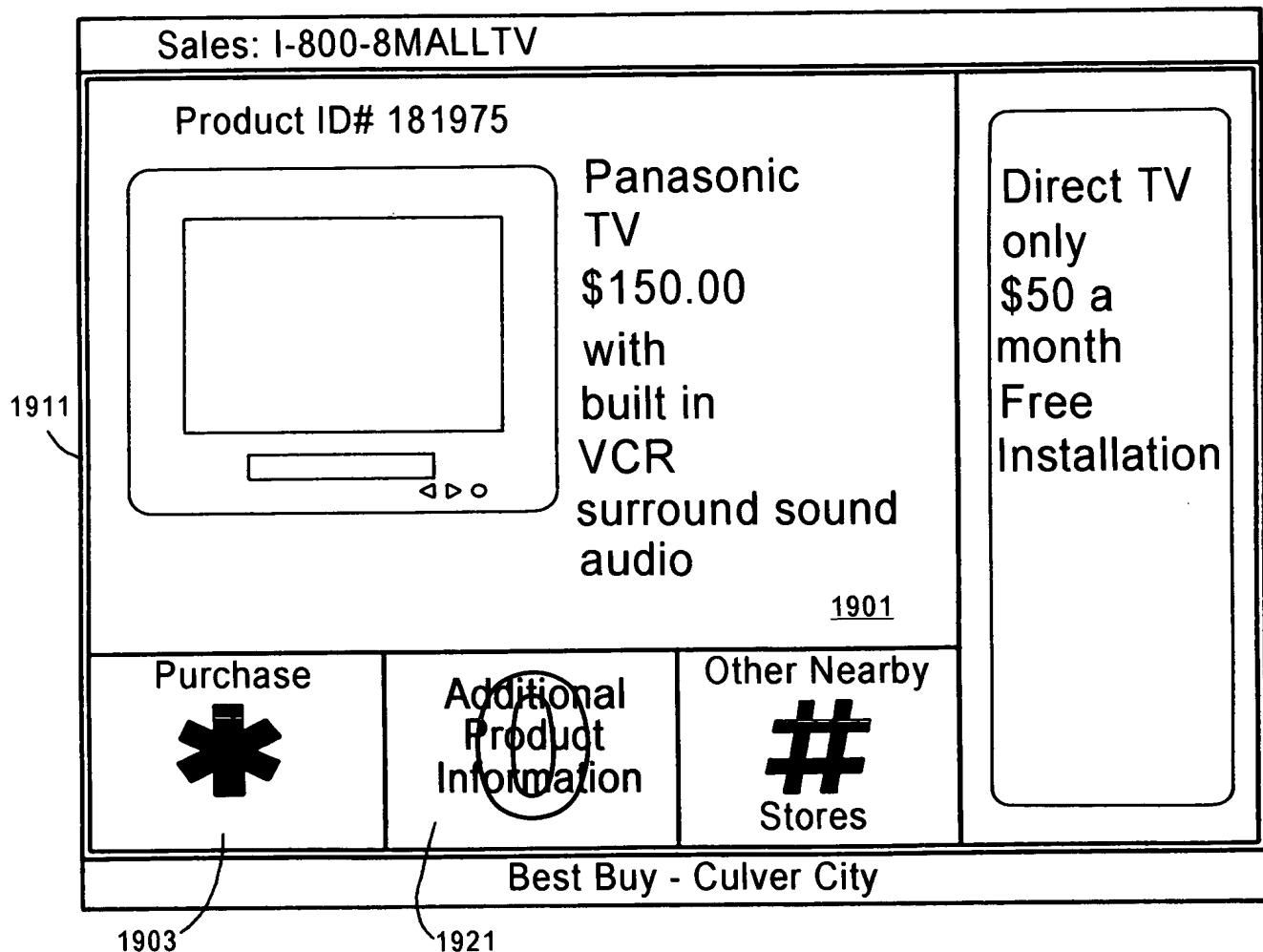


FIG. 19

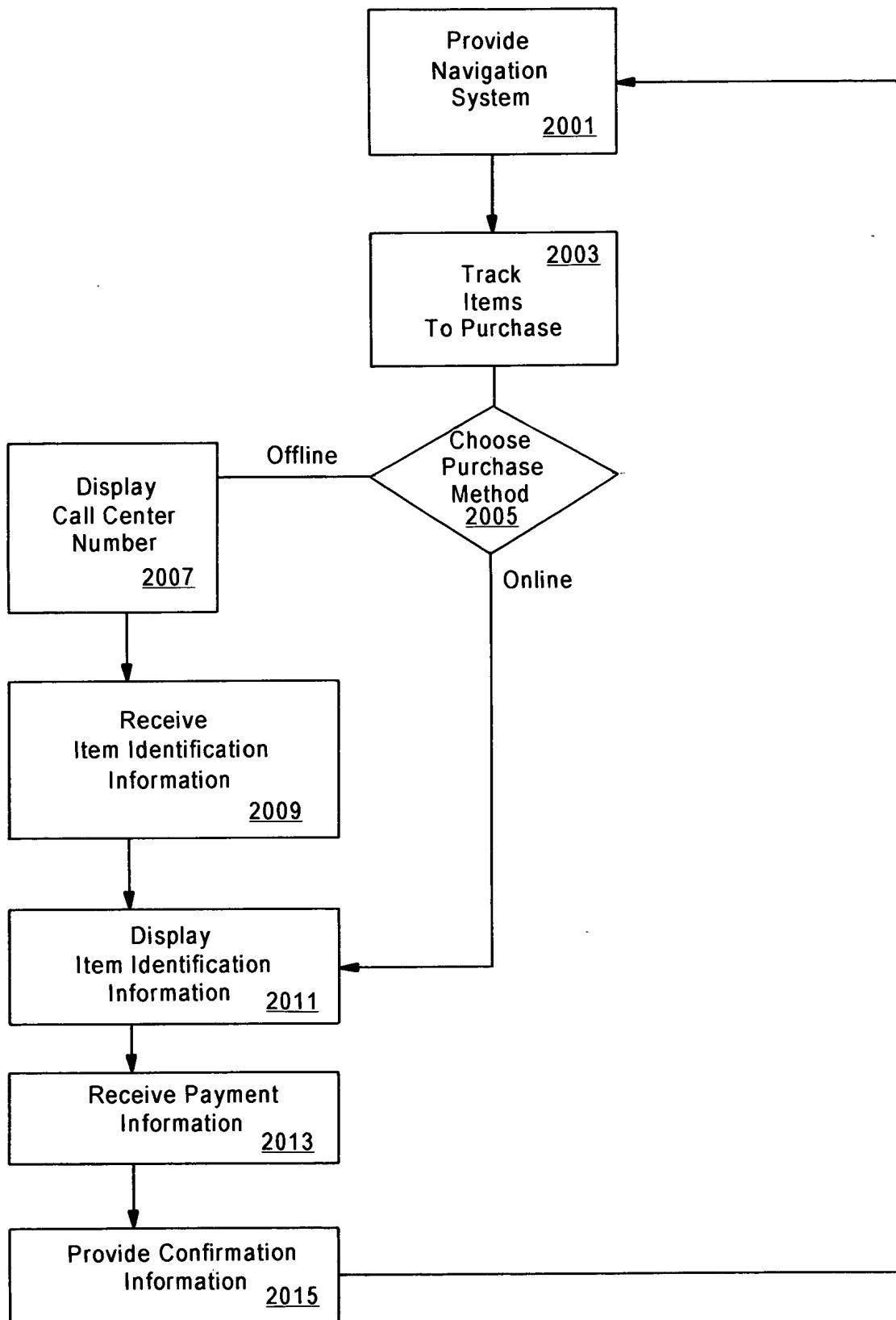


FIG. 20

Account Summary				
Client: Walmart				
Keywords/Category	Bid	Rank	Location	Time
Groceries	\$0.05	1	90066	9am-5pm
Toys	\$0.03	4	90066	9am-5pm
Clothing	\$0.01	67	90292	6pm-12am
Keyword/Category	Bid	Location		Time
<input type="text"/>	<input type="text"/>	<input type="text"/>		<input type="text"/>
<input type="button" value="Place Bid"/>				

FIG. 21

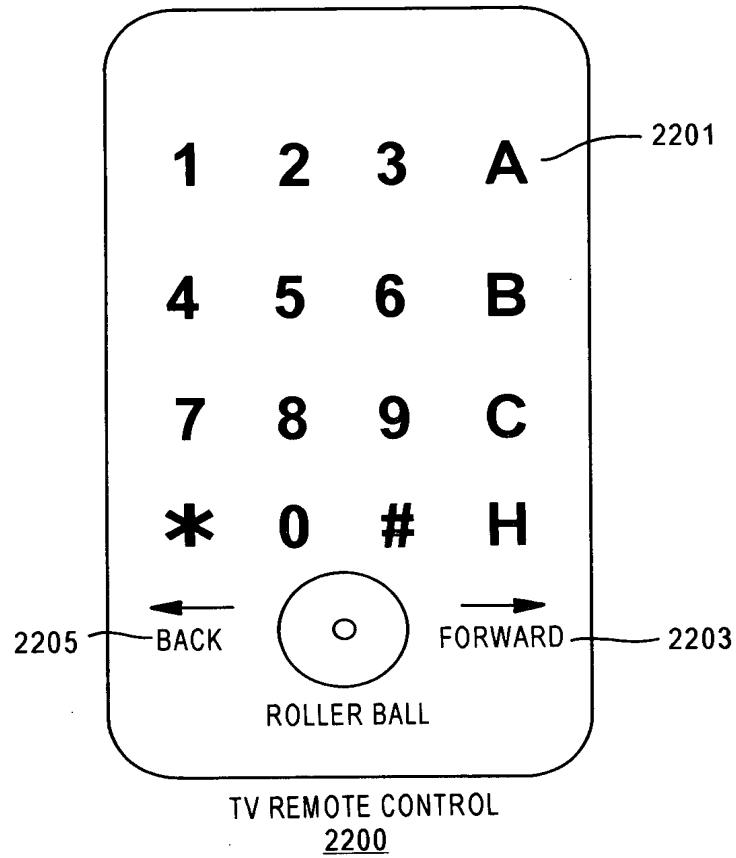


FIG. 22